

Reinvestment in technology a key to company's success

Australian Packaging Pty Ltd has recently commissioned its second new Bielloni eight-colour CI printing press.

The press, which was built to the company's requested specifications, has captured a vast improvement in productivity and print quality.

Australian Packaging's Directors, Ray Cranfield and Dianne Anderson, both agree that a huge part of the company's success has been their willingness to reinvest in new machinery. "This has been a long-standing policy," explained Ray. "Our equipment is state-of-the-art and we'll replace any piece of machinery, if we feel we can obtain better utilisation and productivity."

The company started in 1981 as a manufacturer of cellophane bags. There were no printing facilities said Di, just bag-making with old machines, which have now gone to machinery heaven. "That structure was in place from '81 to the early '90s and we were making bags for Darrel Lea Confectionery and the stock bag market."

Di joined the company in '94 when Ray asked her to look at a few projects for a week or two. "I'm still here" says Di. "At that time, Ray was in a partnership that jointly-owned a printing company. This arrangement lasted for a couple of years before Ray bought the company from his partner. At that point, we undertook our first major expansion project. We incorporated the two

We are the major supplier to the pie and bakery industry in Australia for pin holing pie and sausage roll packaging.



Ray Cranfield and Dianne Anderson at the Bielloni press.

companies, changing the company name from Dekris to Australian Packaging Pty Ltd and in 2001, re-located to our current site in Caringbah, NSW."

A Schiavi solvent-free laminator was installed and a number of pre-owned flexo presses were purchased. Bag and pouch equipment from Taiwan and a Bimec slitter from Italy, were also commissioned. During the next few years, two hot needle perforators and the first 8-colour Bielloni was also purchased. With the Australian Government's tax incentive programs, a new Bimec slitter and fork truck were included to take full advantage of the scheme. The new slitter was very impressive with a huge increase in productivity. "By late 2009, Bielloni approached us with an interesting offer. The contract was soon signed, two old presses disposed of and our new Bielloni installed."

"As of November 2010, we now have vastly improved productivity and print quality," Ray adds. "All manufacturing processing is undertaken in-house. We are the major supplier to the pie and bakery industry in Australia for pin holing pie

and sausage roll packaging. We're also a major supplier to the snack food industry and various other operations. Di looks after the New Caledonia market and I cover Fiji."



(L-R): Senior printer, Steven McBryde, with Peter Barnes, Production Manager and Vivienne Tasker, Operations Manager.

ISO and HACCP certification was instigated over eight years ago and the company is proud of the high standard of systems that are utilised.

Another of Australian Packaging's specialised areas is motion sickness bags. They supply most airlines throughout Australia, as well as several Pacific carriers. The company's client profiles include bakery, snack foods, pet food, coffee, tea and general food services.

Ray sees the recent closure of flexo companies in Sydney as offering opportunities. “If we’re talking to a major customer, we the directors are talking face-to-face with that client. If there’s a problem it will be addressed by us. We don’t have a chain of command where decision-making often takes weeks. The directors are supported by a team possessing long-term expertise in production, operations and sales.”

And the future? “The company achieved a record turnover and profit last year, that has enabled us to invest in new capital equipment,” said Di. “Our focus for the next two years, is to increase turnover by 15-20%. New technology and highly professional staff has opened up a broader customer base both domestically and throughout the Pacific region.

“But our reputation for service, pricing and quick turnaround is the factor that has seen us close the gap on the major players within the flexible packaging industry. We also import finished products for customers who can accommodate extended lead times. We have strong relationships with our off-shore suppliers, who offer substantial price benefits.”

New Sales Manager



Australian Packaging has just appointed their new National Sales & Marketing Manager, Daniel Fryer, who comes from Amcor Flexibles, Regents Park Sydney. “Flexo” caught up with Daniel on the first day in the job.

“I was with Amcor at Regents Park for five years as a Key Account Manager and worked across a range of FMCG companies like PepsiCo, Mars and others. I have only ever worked for Amcor which was an 11 year stint and prior to joining Flexibles, I worked in their Paper division.

“Prior to the decision to close Flexibles Regents Park, I had been looking to see what else was around more in a senior sales area and that has come about through Ray and Australian Packaging. I was keen to join a company that was reinvesting into new machinery and personnel and be in a position to grow with the company. And that’s what Australian Packaging wants to do.

“What consumers are looking for, is a supplier who can provide high quality at a reasonable cost. The gap between gravure and flexo is narrowing and the investment that Australian Packaging has just made in their new Bielloni 8-colour press, will assist us grow and help bring in more work. Besides the investments they are making, they have a long-standing customer base and they have good relationships with those clients. By installing this new equipment and bringing me on board, they want to take the business to a new level.

“I’ll work across Sydney as well as other cities. I’m a family man and our first baby is six months old. On the weekend, I like to play sport and spend time with the family.”