

New package? No problem.

SITUATION:

When the IronMan BasketWrap® 250 machine was originally developed, it was built to run certain unique package structures designed to feature key brand attributes of Budweiser and Bud Light. As the innovative package styles and enabling automation proved to be successful, Anheuser Busch decided to introduce a new package structure to the machine for a high growth brand, Michelob Ultra. The goal for this new design was to incorporate specific features highlighting iconic Michelob Ultra brand attributes, while running seamlessly on their current automation.



SOLUTION:

WestRock's talented design and automation teams collaborated with Anheuser Busch to develop a solution that would deliver maximum impact but require minimum machine adjustments. The new design features chamfered corners and specially sculpted window features for ultimate shelf appeal. The only machine adjustments required are hopper and suction cup adjustments, executed easily due to the flexible machine platform and personalized operator training by our WestRock engineers.

BENEFITS:



Leverage WestRock's design, brand activation and consumer insights capabilities to deliver unique packaging structure unlike anything currently in the beverage market.



Utilization of current automation to respond to evolving market needs and run additional unique and innovative package solutions at speed on the same asset.



Machinery, engineering and other operational service support ranging from on-site operator training to 24/7 emergency maintenance support.