

# PRESS KIT



# GEPIA

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# GEPIIA's "Virtual Packaging Line" invites visitors on a first-ever journey at the heart of the machinery of a packaging line.

**S**ensations are guaranteed with the "serious game" presented on GEPIIA's pavilion, offering visitors a complete immersion in virtual reality to follow the journey of a food product on an entire packing and packaging line.

This totally unprecedented event at the ALL4PACK trade show aims at promoting the ability of French machinery manufacturers and suppliers to join forces in order to integrate new technologies into their offering.

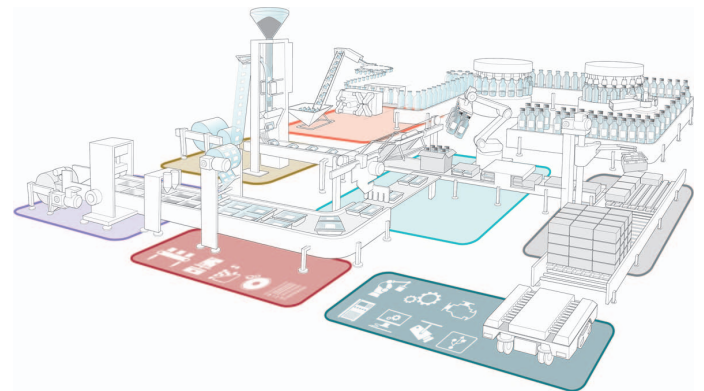
## 3 minutes of immersion in virtual reality, at the heart of a 100% French-made packaging line.

Comfortably seated in their capsule and equipped with a virtual reality helmet, visitors will experience "from the inside" the journey of a food product on a complete packing and packaging line made up of several GEPIIA members' machines.

Following each stage of the process, from primary packaging manufacturing to palletization, they will experience unparalleled sensations, skilfully worked out in association with Middle VR, a French startup and partner of GEPIIA specializing in virtual reality applications for industrial use.



## The exhaustive offering of GEPIIA's members in augmented reality



In addition to this unique experience, visitors will be invited to discover on the blueprint of a complete packaging line the entire spectrum covered by GEPIIA's members, from primary packaging to the end of line.

This blueprint, displayed in a dedicated area of GEPIIA's stand, will also be inserted in the trade press, handed out at the show and made available on the stands of GEPIIA's members.

Together with a free application for mobile devices downloadable on the AppStore and Google Play, this interactive media offers access to a presentation of the wide range of equipment offered by French manufacturers, and a chance to view them in augmented reality.



## Virtual reality and augmented reality : an experimental field for French manufacturers

This collective communication project, which gathers about forty industrial manufacturers and suppliers, has enabled GEPPIA's members to gain insight into all the opportunities offered by virtual reality and augmented reality.

Linked with the French Tech program, this project opens up an incredible field of investigation for the creation of new services: distant development of entire lines, multi-supplier design, maintenance, training, etc.

Potential applications are countless and French manufacturers intend to take advantage of



these new technologies to maintain their standards of excellence ■

**GEPPIA's Pavilion - Hall 6 Stand B039  
Throughout the show  
In partnership with ALL4PACK PARIS**

*If the Virtual Packaging Line project has raised such an interest amongst GEPPIA's members, it is mainly because it goes far beyond event communication.*

*It opens for these industrial manufacturers an incredible field for experimentation to increase their competitiveness and create new services.*

*GEPPIA's members, committed to promoting the French technical expertise, asked 2 French specialists of these new technologies, MiddleVR and Artefacto to support them in their approach.*

*Together with GEPPIA, these partner herebelow review the use industrial manufacturers and particularly packaging machine manufacturers can make of these technologies.*

## Virtual reality and augmented reality : new opportunities for French manufacturers ?

### What is the difference between virtual reality and augmented reality ?

The main difference lies in the cognitive process involved. Virtual reality aims at immersing the user in a world that has been entirely recreated so that he can experience a situation being a real actor of it. Augmented reality, on the other hand, adds 2D or 3D elements to an image of the real world and visualization is

made through an equipment the user can not ignore : his smartphone or tablet PC.

Hence, virtual reality is emotionally much more compelling for the user, but also much more efficient for learning. This technology is indeed used by psychologists to treat phobias.

Conversely, augmented reality is a more «objective» medium that does not imply to retire from real life. It is more adapted, for example, for a sales negotiation with a customer.

## Which technology for which use ?

Virtual reality and augmented reality both have their dedicated application fields, but also share common ones. In this latter case, use will guide the choice towards one or the other.

Virtual reality has been used for years by major industrial manufacturers for product design. It allows, through quick iterations on digital models, to speed up the development process and avoid unpleasant surprises when entering into production. With the arrival of virtual reality helmets, mid-sized companies can now also benefit from this technology.

Augmented reality is increasingly used to showcase a product, at the user's premises or on an exhibition. It is particularly interesting for production machinery which, by nature is not transportable. It also offers possibilities in quality control, allowing for example to compare a manufactured part with its model.

Training and maintenance assistance are as well applications for which the two technologies are valued. Here the choice between the two options will be guided by the relevance of the immersive mode. Augmented reality will for example be used to demonstrate step by step the different operations needed to change a part, whereas virtual reality will be preferred to train operators on complex processes in high-risk environments.

## Soon a technological leap for augmented reality ?

Augmented reality is still mainly perceived by companies as a communication medium. This because of technical limits which, up to now, made it impossible to get a quality of use compatible with technical applications.

But these technical limits are gradually disappearing :

- it is no longer necessary to point the marker to visualize a 3D element, which allows to propose a full scale visualization, even for big equipments,
- developers are working on solutions to keep the 3D object set in its environment, to make the experience more realistic,
- reliable glasses are about to arrive on the market ; the user will be able to free himself from his tablet PC and use his hands to carry out, for example, a maintenance operation.

These latest developments should particularly raise interest amongst industrial manufacturers since they will allow their customers to enjoy much more qualitative experiences while keeping a foot in real world when a complete immersion is not necessary.

Following this path, it is quite possible that industrial applications will soon soar with the arrival of mixed reality, a technology that makes it possible to add to real world as many virtual elements as needed to create a consistent environment truly convincing for the user.

## GEPPIA's members approach

With the Virtual Packaging Line project, GEPPIA's members have chosen to experiment simultaneously virtual reality and augmented reality to objectively assess the benefits and limits of these 2 technologies in their industrial environment.



The main issue, when creating virtual reality applications, is to define a digital model that includes enough details for engineers and still operates fast enough to ensure a comfortable immersion to the user. This is actually what we are working on with GEPPIA's members, who called upon our expertise with an open mind in order to learn and conceive with us a prototype application. Their approach is quite relevant.

*Christophe Gouet - Project Manager MiddleVR*



Advise is a key part of our mission since most of these manufacturers just begin with augmented reality. We really insist on the quality of the experience and the benefits brought to users since these 2 points are essential for the success of an application, outside and inside the company. We still often have to convince managers that augmented reality tools are economically worthwhile. With the scalable application we developed for GEPPIA, the French packaging OEMs will be able to present their machines in detail, in their customers' premises, anywhere in the world. It is a real progress for sales efficiency.

*Xavier Gallée - UP ! Industry Manager Artefacto*

## About MiddleVR



MiddleVR provides softwares, tools and services for virtual reality developments. Targeted applications are training, design, communication, marketing and health.

The company, which gathers experts from industry and research, is at the crossroads of IT development, cognitive science, design and ergonomics.

MiddleVR aims at offering to customers powerful while user-friendly tools that can create experiences of which users are real actors.

The company was founded early 2012 by Sébastien Kuntz, who has behind him 15 years of experience in virtual reality.

Sébastien is also a board member of the French VR association and the founder & president of the VR Geeks association. He teaches VR at renowned engineering schools (EFREI, ISTIA, INSA ...), and shares his passion on his blog since 2004.

> [www.middlevr.com](http://www.middlevr.com)

## About Artefacto



Artefacto is specialized in creating applications using augmented reality and 3D visualization.

The company differentiates through an approach focused on use as well as through a unique know-how in 3D modelling and realistic graphics rendering.

An entire division of the company is dedicated to industrial applications, which are used to demonstrate, convince (exhibitions, tendering), simplify project interpretation, train users and support maintenance.

Artefacto is run by Valérie Cottureau, one of its founders.

Since she created Artefacto in 1998, Valérie has always had at heart to anchor her company in the Breton ecosystem while exporting its expertise throughout the world. She thus took part in the French augmented reality plan, which aims at spreading the use of this French-made technology in professional and public applications, and devotes herself to the economic development of French Tech in Rennes metropolis.

In 2013, the jury of the Oscars of Ille-et-Vilaine rewarded her career by giving her the Oscar for mastering science and technology. The same year, Valérie also became a board member of ENS Cachan Rennes.

> [www.artefacto-ar.com](http://www.artefacto-ar.com)

# "Le Forum" at ALL4PACK

## 4 workshops "New technologies and industrial competitiveness" lead by GEPPIA's members

**A** daily encounter with manufacturers and partner suppliers from GEPPIA, who will share their experience on the contribution of new technologies to their search of increased competitiveness.

**Monday November 14th - from 11.30 to 12.15**

### **How can industrial vision help you increase your competitiveness ?**

This workshop will deal with the main issues of industrial competitiveness (production costs reduction, increased quality, product traceability) and will answer the following questions :

- What are the risks to avoid ?
- What are the selection criteria to consider ?
- How can new technologies help you override current limits ?
- What are the benefits of 3D against 2D ?
- What can you expect from Industrie 4.0 (mobility, responsiveness, ...) ?

*Lead by : Olivier Feraille, COGNEX*

**Tuesday November 15th - from 15.00 to 15.45**

### **Connected packagings serve your brand.**

This workshop will explain how connected packagings can help brands address 3 main challenges :

- engage consumers in a one-to-one dialogue with the brand,
- ensure real-time follow-up and control of product moves all along the supply chain,
- tackle counterfeiting.

It will also explain how to make a production line compatible with connected packagings.

*Lead by : Gilles Morvan, SERAC/EXPERTEC*

**Wednesday November 16th - from 14.00 to 14.45**

### **Reconciling the old and new technological worlds to remain competitive on the long term.**

This workshop aims at assessing objectively mechanical and brushless solutions, the two main technologies used for machine building, from the perspective of their respective contribution to the long-term competitiveness of companies.

- Why still use mechanical cams and how ?
- Why have brushless solutions soared over the past few years ?
- Why using one solution rather than the other ?
- PDC's experience (in practice)

*Lead by : Derek Vandevoorde, PDC Europe*

**Thursday November 17th - from 11.30 to 12.15**

### **Design, build and operate a 4.0 factory : What are the impacts of processes and business models' evolution on the construction of a new production site ?**

SEW-USOCOME, a manufacturer of drive and automation systems, has invested 80 million euros in France for the construction of a new assembly unit.

Sharing his experience, he will explain how SEW-USOCOME's teams worked on different issues such as process redefinition, product traceability, flow digitalization, as well as on Man's place, to design a factory which was recently awarded the label «Vitrine de l'Industrie du Futur» (showcase for the industry of the future).

*Lead by : Eric Hoffstetter SEW-USOCOME*

**« Le Forum »  
Hall 5a (5a C025)**



The "Oscars de l'Emballage" 2016 will be awarded on Monday, November 14th, opening day of the ALL4PACK exhibition. Amongst nominees, 4 GEPIA's members. Quick overview of the innovations they submitted to the competition.

## 4 GEPIA's members nominated for the "Oscar de l'Emballage"

**In the category Mechanization - primary packaginge**

### **Mecapack (Hall 5a - Stand G019)**



Portion packs' packing on FS 950 thermoforming machine Mecapack gains a foothold on the market of cheese in portion packs with a mechanization solution that combines the company's different technologies : thermoforming of a mini tray made of printed rigid film with a high level of precision, which enables a perfect centering of the logo on a great number of imprints, vacuum Skin sealing with perfect mastery to avoid damages on the product.

### **Synerlink**

Arcil A7 SnapLid FFS machine

Synerlink opens Arcil's FFS technology with in-mould labelling to multi-serve reclosable cups, by adding to in-line cup thermoforming and filling a high-speed thermoforming and sealing unit for non-protruding snap-on lids that perfectly fit the cups.

Benefits for consumers are : easy opening (wide strip suited for children and elderly people) in one move (no seal to tear off), truly reclosable lid with better airtightness than covering caps (better preservation, no odor diffusion).



## In the category Mechanization - secondary packaging

### PDC Europe (Hall 6 - Stand R078)

ULTIMATE R400 : the first continuous shrink sleeve applicator

ULTIMATE R400 is the only machine in the world that does not stop the sleeve to cut it ; sleeve only stops when placed on the product. This shrink sleeve applicator is compact and highly flexible ; it can operate with full or empty products, with a diameter ranging from 60 up to 140 mm, for partial or full sleeves and for bundling. Changeovers are carried out without tools in less than 15 minutes !

Exclusive technical feature of ULTIMATE R400 : a forming mandrel which opens and pre-forms the sleeve at the shape of the product, allowing precise adjustment, optimized shrinking and material savings.

PDC's patented micro perforation offers precise and clear cutting, even on wide or thin sleeves.

The brushless motorization ensures a seamless, continuous and in-line sleeving, twice as fast as with an electrical reciprocating engine with cam (up to 24 000 pph) ; and smooth moves allow to use thin films (35 to 80 Qm).



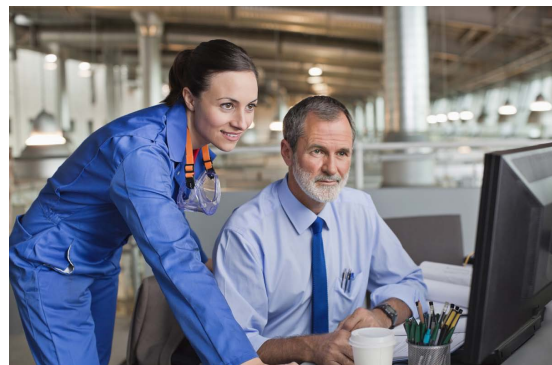
## In the category Peripheral equipment

### Serac (Hall 5a - Stand G056)

XSED and NET-TAG, 2 new connected solutions

XSED is a web-based solution for machine supervision which relies on wireless snap-in sensors (CI@ps) and a Cloud server. This solution distinguishes itself by its simplicity of installation and use.

NET-TAG is an app which enables to transform packages into connected products. It allows to ensure full traceability through data storage for each product, and can also be used to interact with consumers (product recall, use-by date, game contests...)



**T**he ALL4PACK exhibition is the opportunity for the French OEM members of GEPIIA to present their latest innovations. Herebelow an overview of some of them. For more details, please consult the press release of each manufacturer.

## French OEMs keep innovating

### B&R (Hall 6 - Stand D039)

#### Supertrack : The next generation conveying technology

Supertrack is an intelligent and integrated conveying system which offers many advantages against conventional conveyors.

Its robust design reduces maintenance efforts and repair time. Precise and dynamic, plate movement can be controlled individually according to each product type.

Different products can thus be transported one after the other, and changeovers can be carried out dynamically, without stopping the line.

Supertrack is fully integrated with automation. It is controlled by an APC910 industrial PC from B&R through the real-time POWER-LINK network, and synchronized in hard real-time with the other components of the line : machines, robots, individual axes, cameras...



This next generation conveying system enables mass production of small batches, in accordance with Industrie 4.0 concepts. Moreover, it also allows to move a step closer to factories of the future with integrated production cells.

### Coval (Hall 5a - Stand E005)

#### LEMCOM, the first mini vacuum pump with fieldbus communication, is part of the Pack Innovation selection



This cutting-edge solution, which relies on an innovative structure offering maximum configuration flexibility, will be showcased within the Pack Innovation selection.

LEMCOM vacuum pumps can be configured at a distance and placed in close proximity to the application, thus ensuring a reduction in gripping time, cycle time and energy consumption. FPC series suction pad : dedicated to flow packs handling

With the FPC series suction pad, COVAL proposes a solution capable of «sticking» to the product whatever its shape and material, and to withstand very high production rates. Dedicated to flexible packages such as flow packs, it avoids any risk of leakage through 3 major innovations : a corolla design with thin and undulating lips, internal spikes and inserts equipped with a side vacuum diffuser.



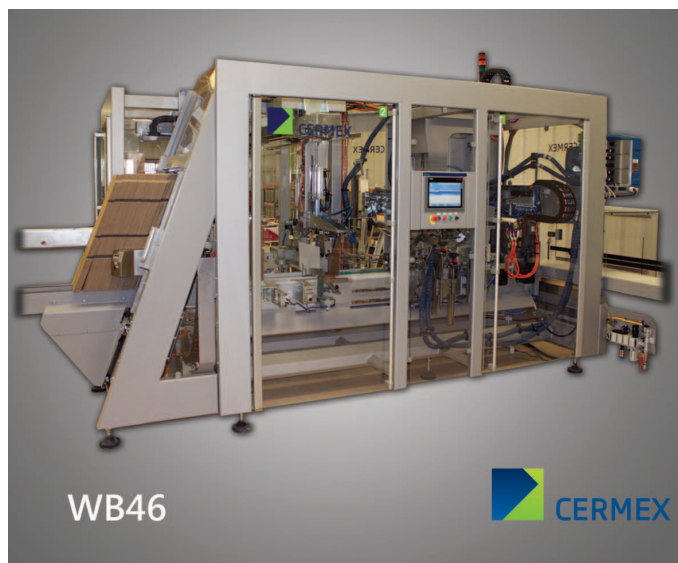
## Gebo Cermex (Hall 6 - Stand J029)

**Latest generation Wrap Around case packer associated with automated feeding of cardboard magazine**

The WB46 Wrap Around case packer, which features improved performance in terms of flexibility, ergonomics and hygiene, will be showcased for the first time in association with FlexiLoad™, a fully automated system for cardboard magazine feeding. This joint solution offers better working conditions and enables operators to devote their time to tasks with more added-value.

### New 4.0 tools

Gebo Cermex is launching the Agility 4.0™ program, which is comprised of four innovative and intuitive 4.0 tools : 3D Scan for the modeling of existing environments, a virtual reality simulator allowing a 360° visualization of new installations in complete immersion, a tool to forecast the energy consumption of a complete line, and an augmented reality based remote assistance tool.



## KEB (Hall 5a - Stand D020)

**Ubiquity : a remote assistance solution for machines running on WinCE and Win 32/64**

Ubiquity is a software package that enables fully secured remote access, through the Internet, to IPCs without having to modify the IT infrastructure. Thus, all maintenance operations (updates, debuggings, assistance) are simplified. The software also generates savings on time and transportation costs.

Ubiquity provides all-in-one : simple and secured linking tools, remote desktop, VPN, file transfer, chat, connection sharing. All this from a single software allowing to manage machines, users and firewall rules easily and intuitively.

The KEB range integrate Ubiquity routers, with or without 3G+, which meet all Industrie 4.0 requirements when the existing infrastructure does not, through a dedicated solution with log and SMS or e-mail reporting tools.

## MG-Tech (Hall 5a - Stand D069)

### My PSP pallet picking unit

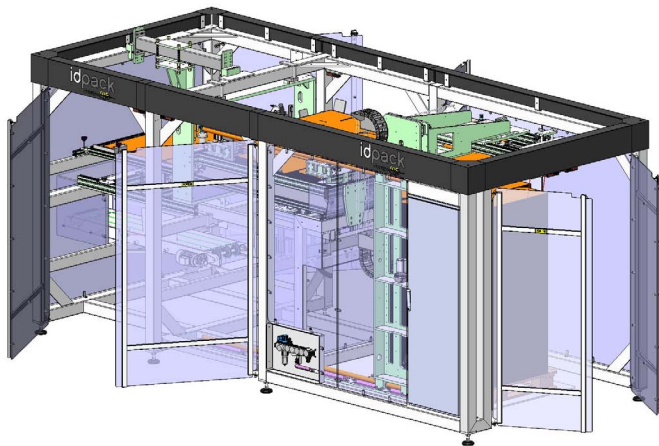
MG-Tech has developed within its ID Pack range a new case erector which includes a pallet picking unit. A 3D animation of My PSP unit will be displayed on MG-Tech's stand.

Available in two sizes, this unit can reach an output of 40 cases/minute.

My PSP can be used as a single or multi-format equipment, as it can manage up to 4 stacks per pallet.

The main benefits of My PSP are :

- Middle magazine which enables to change the pallet without stopping production
- Direct positioning of the pallet
- Stand-alone operation : up to 2 500 blanks
- One single operation per pallet
- MSD reduction (no more uncomfortable postures)
- Equipment monitoring through a controller



## Serac (Hall 5a - Stand G056)

### SAS 5 SB Aseptic Ready : a new ultra-clean packaging line that can easily and at lower costs be converted into an aseptic line

With the SAS 5 SB Aseptic Ready, Serac proposes a high-performance filling solution in terms of hygiene and food safety which also provides maximum performance and flexibility in production.

Specifically designed to be easily converted into an aseptic line, the SAS 5 SB Aseptic Ready only requires a few changes to be upgraded. It thus offers as well more flexibility in production tool management by allowing to react quickly and at lower costs to strategic developments such as, for example, production reallocations or launching of new product ranges.

Mainly dedicated to dairy products, the SAS 5 SB Aseptic Ready anticipates the development of UHT milk drinks packed in HDPE bottles.



## Tecma-Aries (Hall 5a - Stand N044)

### Automated loading of case erectors

Tecma-Aries will present on the exhibition its new stand alone robotized cell for blank loading of any type of case erector. This cell can feed a twin case erector with 84 blanks/minute. It can also be set up with two unloading stations in order to feed two case erectors with different blank sizes, and equipped with an automated system for pallet loading.



Highly flexible, this cell can manage different pallet sizes, pallet patterns and numbers of stacks. Vision based detection also enables the robot to cope with uneven stack positioning and pallets with poor verticality. The cell layout is individually adapted by Tecma-Aries according to available space.

## Thimonnier (Hall 5a - Stand H028)

### Vertical form fill seal machine for PepUP® pouches

Thimonnier will unveil at ALL4PACK a new range of vertical form fill seal machine for PepUP® pouches. The main feature of the PepUP® pouch is its opening and closing system. A patented valve, sealed during the filling at the machine, enables to get a self-closing pouch without additional accessories. The self-closing pouch is easy to use : squeeze to open and release to close. Moreover, this is a model of Eco design, as its volume is reduced to its content and requires a minimum quantity of packaging material. Therefore, PepUP® one hand self-closing pouch is a real revolution in the packaging field.

## Yaskawa (Hall 5a - Stand F035)

### GA700 inverter drive



This new inverter drive offers great capacities as well as outstanding flexibility, simplicity and life span. Unique and innovative, it features a new design, is very easy to install and set up, and provides integrated safety. It can be adapted on a wide range of motors in limited space, and allows for energy savings ■





GEPPIA

## About GEPPIA\*

This professional organization aims at supporting the development of French manufacturers of process and packaging machines as well as of peripheral equipment by creating for them opportunities for technical, economic and business synergies.

GEPPIA today has a membership of around one hundred manufacturers of machines and peri-

pheral equipment, who together employ 8 000 people and generate a cumulative turnover of 1,5 billion (of which 45% outside France).

Partner suppliers of GEPPIA's manufacturers are also members of the organization. They actively contribute to OEMs' technical developments and participate to the pooled communication and marketing projects set up by the GEPPIA team ■

*\* Groupement des Équipementiers du Process et du Packaging des Industries Agroalimentaires*

### Already 10 years old !

To mark its tenth anniversary, the GEPPIA has invited the executive managers of member companies to attend special evening organized in Pavillon Gabriel, close to the Champs Elysées, on Tuesday, November 15th.

During the evening, several partner companies of GEPPIA will share with French manufacturers their insights and projects for the factory of the future :

- SAP in association with SEW USOCOME,
- SCHNEIDER ELECTRIC,
- VISIATIV

### GEPPIA - Hall 6 / Stand B039

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