



VDL PACKAGING



CREATING  
PACKAGING OF  
THE FUTURE

STRENGTH THROUGH COOPERATION





# WE ARE VDL PACKAGING

From fresh to frozen, pet food to coffee, and snacks and cereals; At VDL Packaging we create and manufacture VFFS machines for creating innovative packaging solutions for the most diverse, fast-moving consumer goods markets. Our equipment offers the highest flexibility in bag styles and bag features for extra customizability. We provide the possibility to produce unique bags that are more sustainable, efficient and innovative. We empower brands with packaging solutions that help them to become bigger, better, bolder and more exciting. And therefore, create impact.

With over 50 years of experience in the VFFS market, we became a trustworthy knowledge partner for our customers. We have gained an extensive understanding of consumer insights and how their needs affect production operations. This makes us a valuable partner in creating the right packaging solution to meet the right demands.

We work closely with our customers, to understand what drives them and their customers. This helps us to create bespoke solutions that not only fit our customers' needs, but also offer an advantage in the market. We believe a true partnership is the key to success.

We are VDL Packaging. And we create packaging of the future.

“INNOVATION IS A  
STARTING POINT  
FOR A SUSTAINABLE  
FUTURE. WE WORK  
TOGETHER, WITH  
STRENGTH THROUGH  
COOPERATION.”

Willem van der Leegte  
President & CEO VDL Groep



# COMBINING CRAFTSMANSHIP AND CREATIVITY

Creating and developing packaging solutions requires a deep understanding of customer needs, the ability to develop smart solutions and the skills to turn this into technology. At VDL Packaging, craftsmanship and creativity go hand in hand. In terms of design, but also when it comes to quality, efficiency and functionality. Because we know that our machinery contributes to creating your shelf heroes.

We are extremely passionate about creating the right solutions and dedicated to caring about the world around us too. Because we think that the best innovative ideas are developed through synergy. The result? A well-trained team that continuously improves itself, to make tomorrow's difference, today.

# OUR WHY

In 1957, we began developing VFFS machines that contribute to the success of our customers. Ever since, we've been driven by our skills and ambition to create added value for, and with them. We do what we say and we do what we promise, listen carefully and offer customised solutions. We make sure these solutions fit the brief, are more efficient and have the flexibility to create the right packaging. First time, every time.

**VDL Groep**  
As a part of VDL Groep, we have a very solid base. VDL Groep is a family business with over 100 companies worldwide, in 20 countries. Each company is focused on one of the VDL Groep's five key fields of expertise: Foodtech, Infratech, Science, Technology & Health, Mobility, Energy & Sustainability. Throughout the entire organisation, collaboration is key. We are driven to make a difference and achieve the best results together. Through a unique combination of thinking and doing. By being curious. And by being open to new challenges. Together. That's how we stand for strength through cooperation.



# OUR MARKETS

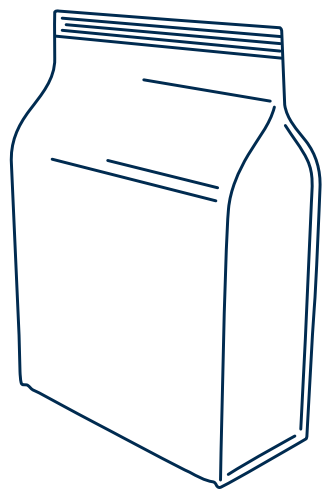
VDL Packaging offers the most powerful and versatile packaging solutions available in the market, to create the most complex bags. We offer VFFS machines for multiple for the Fresh, Frozen, Coffee, Snacks & Cereals and Pet Food segments. In addition, we can also provide customised solutions for the production of tailor-made bags.

In each of these segments, the requirements for (food) safety, health, efficiency and marketing have increased over the years.

Our aim is to remain at the forefront of the industry by offering the right packaging and its design, but also by delivering VFFS machinery that is easy to operate and fits today's markets seamlessly.





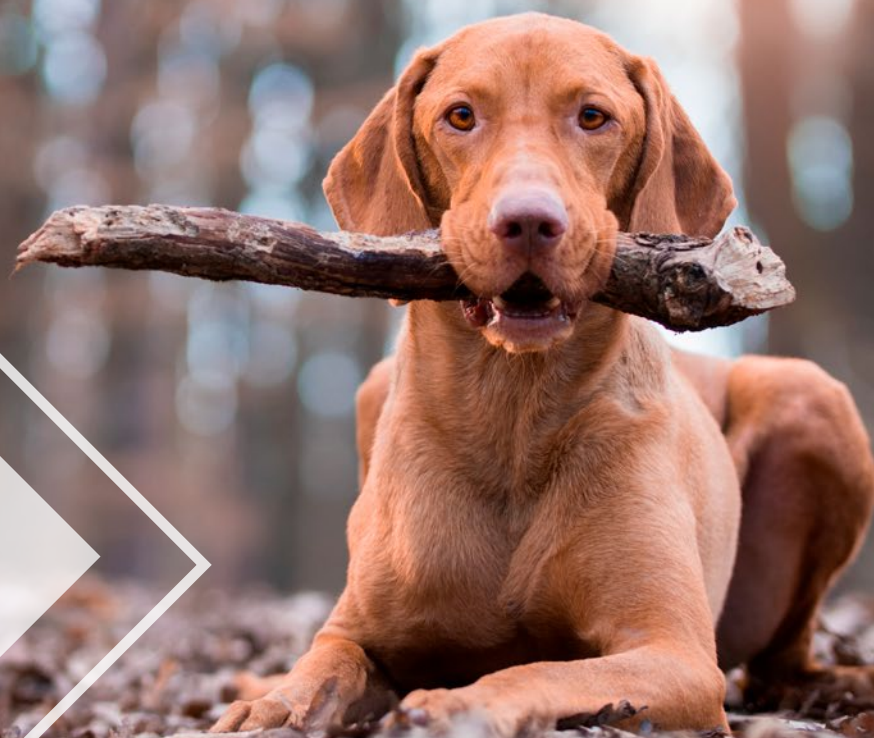


Today, people are more and more interested in the quality of the food they offer to their pets. Not just in terms of the quality of the food itself, but also in the visual appeal of the product packaging; they need to stand out. Trends show that people's interest in the ingredients, product attractiveness and health of their pets is increasing significantly. This has resulted in a growing pet food segment as a whole, elevating the interest and care about pet food packaging to a premium level that is equal to human food packaging.

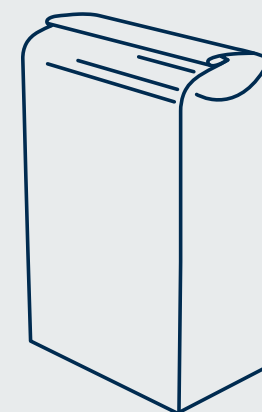
Quality of life and the health of animals depends mainly on their diet and the ingredients they eat. Packaging for pet food has therefore become increasingly important over the last few years. New packaging materials are developed specially for this market and, as a result, new packaging quality standards have been set to guarantee maximum freshness and high-quality food.

VDL Packaging offers a variety of possibilities for pet food packaging from small animals to 35 kg bags for large breeds and even horses. These can be made from the glossy materials that are often used, but innovations like premium packaging and stand-up pouches can also be produced. Regardless of the packaging format, the efficiency, speed and performance of the machines will be maintained. These smart packaging solutions help you to produce more attractive, informative and protective pet food packaging that really stands out, without affecting production efficiency speed.

## PET FOOD



## COFFEE



Coffee roasters take pride in their roasting process and endeavour to create a product that has quality flavour, aroma and body. It's a high-value product, which often comes with special requests regarding packaging, as producers want that to be as unique as the coffee inside. At VDL Packaging, we offer a variety of packaging solutions for the coffee market, ranging from sticks to packaging for pads, beans and ground coffee.

During the coffee packaging process, both volatile and non-volatile gases are released. Of these gases, 80% is CO<sub>2</sub>. This adds flavour to the coffee inside, but also continues to be emitted for some time. The lower the CO<sub>2</sub> emission rate, the longer the coffee inside remains fresh. Once gas flushing is over (which depends on the type of coffee), the packaging has to be protected from drawing vacuum by using a valve.

From luxury stand-up pouches that function as shelf heroes to doyp styles or 4-corner seals – we offer flexible coffee packaging that maintains the coffee, its integrity and shelf-life as long as possible. Within our portfolio we offer pouches with peelable seals, integrated tin ties and brick-shaped bags. And, as we're working more and more sustainably every day, we work with sustainable materials and use our specific air-deflation unit to save foil.





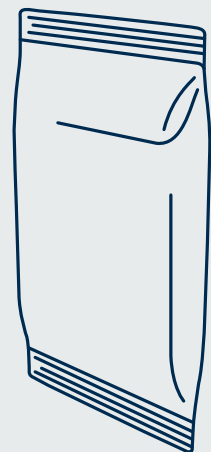
## FRESH

**Fresh from the land, freshly packed in stores. When it comes to the fresh market, it's about serving fresh products in the best possible way and enabling a longer product lifetime. Producers aim to decrease the time between harvest and packaging. Minimising the time to market. Especially today, as the trend for healthy eating has grown significantly, so the right packaging at the right moment plays an important part.**

In the fresh segment, producers are facing several challenges. One of them is that the processing time must be constantly reduced, in order to get the products to the market as fast as possible. On the other hand, consumers are increasingly demanding more natural foods, which leads to the challenge of using more alternative raw materials and ingredients.

Affordable, convenient, and sustainable packaging materials, such as PET, paper, aluminium, and polyvinyl chloride, are increasing in demand. At the same time, new packaging technologies, such as active packaging, intelligent packaging, and engineering science have evolved over the years. Technologies that enable flexible packaging for fresh food products. The result: companies are adopting more eco-friendly packaging by using biodegradable packaging materials, which can be recycled, renewed, and reused.

At VDL Packaging, we offer a variety of packaging solutions for the fresh segment, including practical single-serve units, integral loops for easy carrying, airtight bags and different options for cross seal jaws that ensure longer product freshness and avoid food waste. Additionally, our machines can work with materials that comply with the European regulations. All this contributes to maximum freshness, and as low an ecological footprint as possible, while aiming for the longest possible shelf life.



**With hygiene as a top priority in the Frozen market, performance and reliability are crucial for production facilities. At the same time, the trend for increasing consumer demand for fresh, instant processed foods, brings new challenges for organisations. An increased focus on fresh, easy to refrigerate foods seems to be a new direction.**

All the solutions we offer for the frozen segment focus on hygiene, visibility, flexibility and efficiency. VDL Packaging develops machinery to create bags for high and low value products. In the low value segment, production speed and reliability are key. Downtime for maintenance is not an option. For the high value products, we develop machinery to create true shelf heroes in the freezer cabinets, including various re-closeability options.

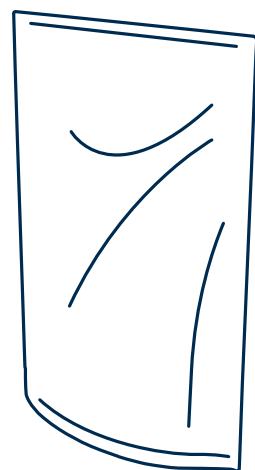
We offer a wide range of machinery to deal with challenges in the frozen segment. For instance, frozen meat, fish and vegetables are packed under strict hygiene regulations. Our machines are designed and built to meet the highest standards. Easy to clean, made from corrosion-resistant materials and with defined sanitation processes and washdown options.

Our equipment is easy to handle and facilitates fast foil and format changes. This makes it possible to produce various packaging styles on one machine and make rapid changes when customer trends change. To achieve your sustainability goals, we are able to seal with mono PE film and various sustainable materials.

## FROZEN







**In order to deliver fresh and high-quality snacks to the consumer, it is extremely important that the time between the processing and packing of freshly-produced snacks is short as possible. In addition, this segment demands machines that are flexible and fast to handle a variety of products and bag shapes.**

To meet this challenge, VDL Packaging offers the most powerful multi-bagging solution in the market. At the same time, we also deliver high-speed primary bagging machines to create stand-up pouches, luxury pouches and sustainable packaging. For dried or even wet fruit snacks. And we have specific hygienic solutions for the different machines.

As young consumer lifestyles demand more single-serve options and retailers are looking for smaller packages, VDL Packaging offers solutions that meet these segment needs. But we also go further. While keeping in mind that re-closeability for food preservation is more important today, and will be in the coming years, we also take this into account when developing our solutions. This results in an extended portfolio and range of possibilities when it comes to packaging snacks.

## SNACKS



## CEREALS



**Packaging solutions for the cereals market must be flexible and fast. While consumer trends change and global sustainability goals need to be achieved, the interest in different bag shapes has increased. Bag-in-box packages were the standard in the market, but nowadays we see a strong increase in re-closability options in sustainable packaging. This makes it possible to keep cereals fresh and maintain enough space for marketing.**

We offer the most powerful multi-bagging solution in the market and high-speed primary bagging machines to create stand-up pouches, luxury pouches. Sustainable packaging also comes in here. But as the cereals market segment is moving from bag-in-box solutions to standalone solutions – like luxury granola cereals, for example – there is a growing need for a transition. And likely, other categories will follow too.

At VDL Packaging, we see a growth in standalone bags, which not only meet market demand, but also enable cost savings, efficient and sustainable material usage, and even machinery savings. All while boosting the product even more. Our strength is to collaborate with our customer to find the solution that perfectly fits their need and targets.



# AIMING FOR A SUSTAINABLE FUTURE

Changing global packaging requirements, sustainable packaging, innovations in plastics and other materials – it's all becoming increasingly important for developing packaging and packaging solutions. At the same time, there is a growing interest and consumer consciousness about sustainability and the environment when it comes to packaging.

At VDL Packaging, we contribute to all these sustainable developments. Together with our team and key partners, we are constantly looking for possibilities to develop new packaging solutions to meet the sustainable market demands. One example is the use of renewable and lighter packaging types, like stand-up pouches that don't need an additional secondary packaging.

We believe that the future will be created by curious and creative imagineers. No matter what we do, we are dedicated to developing solutions that leave the world cleaner and greener for the next generation.



# TECHNIQUE AND MACHINERY

## Mastering the changeover

With a growing variety of packaging options, changeovers are sometimes inevitable. However, we constantly aim for the maximum efficiency of our machines. Therefore, our Human-Machine-Interface (HMI) and technology are suited to the fastest changeovers possible, realising maximum uptime and efficiency.

## Easy maintenance

With fewer moving parts visible in our machines, they reduce unscheduled downtime.

## Easy operation

We aim for maximum ease of operation, meaning that operators must be able to run the machines without complicated and extensive training.

## Easy cleaning

The machines we develop are easy to clean. Our washdown machines ensure that there will be no areas where food can collect.

## Training

To achieve maximum results, we offer multiple tailor-made training possibilities - on site or in our factory.

## 24/7 service

VDL Packaging is your trusted partner when it comes to the reliability and performance of your production process. In case of problems, questions or maintenance, our service team is available 24/7.

# FLEXIBLE PACKAGING

Our aim is to support our customers with competitive advantages in their market by creating efficient and flexible packaging solutions that produce customised unique bags. That's why we always take into account the latest trends and regulations that may influence the packaging development.

## Variety of packaging types

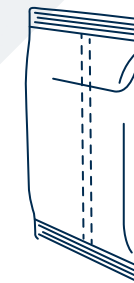
New trends and lifestyles demand a different packaging options that are easy and fast to produce. At the same time, there is also a demand for more convenient packaging, single-serve packages and stand-up pouches. Taking both these aspects into account, we deliver innovative machines that can produce a variety of packaging types.

## Re-closeability

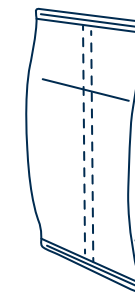
On-the-go snacking is increasing, as well as the demand for fresh food. Re-sealable packaging is therefore an important aspect of the solutions we offer.

## Benefits

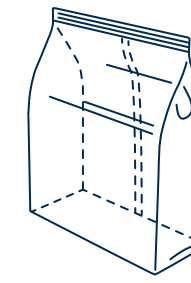
- ▶ Better suited for printing, making it a great marketing tool too
- ▶ A smaller footprint than similar rigid packages
- ▶ Multi-layered films allow for a longer shelf-life



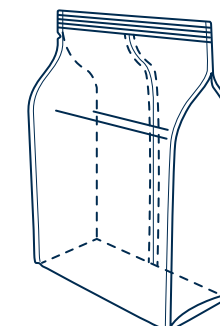
Pillow



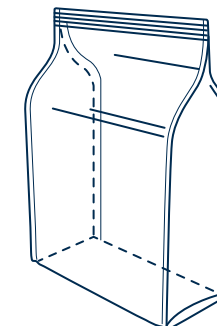
Gusseted



Block Bottom



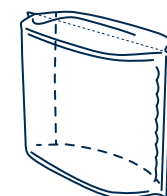
4 corner seal  
symmetric



4 corner seal  
asymmetric



Doy



Push Pop





## WANT TO KNOW MORE?

Do you want to know more about VDL Packaging, the possibilities we offer or how we can help you specifically? Get in touch with us via the details below.

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