



# Acrilex.



GRAPHICAL ARTS SECTOR

**Acrilex**  
 São Paulo, Brazil

- >> 2 packers  
SMIPACK FP6000CS
- >> 1 shrinkwrapper  
SMIPACK BP802AR 23OR
- >> 3 shrinkwrappers  
SMIPACK BP600AR 150B

## ■ A world of colour

It is what every child would like to see! If it were up to children, there would be bright, shiny and vibrant, colours everywhere... Colours are therapeutic, liberating, natural energisers that stimulate the mind. There is always room for creativity, thanks to an apparently simple object like the pencil, with which, even when they are very tiny, children can give free rein to their imagination. The pencil is one of the leading products of the company Acrilex, which, in Brazil in over forty years of activity, has developed a wide range of items to suit any painting or drawing technique.



# Eco-Friendly

## and responsible creativity

■ Creativity is not harmful to health. Creative freedom must be able to express itself in every direction: at school, on canvas, on paper, on fabric, everywhere. But it must be safeguarded and free from hazards.

For this reason, Acrilex dedicates a large part of its research and development activities to creating products that are compliant with the most stringent safety and environmental protection regulations, carefully selecting the raw materials it uses and carrying out thorough tests on the products before they are marketed on a wider scale.

Demanding in the face of its suppliers, Acrilex favours production processes which ensure optimal management of natural resources. In addition, the company has a number of laboratories which deal with the quality of the packaging, processes and materials, while a recently opened microbiological laboratory conducts further checks to verify the absence of contamination.

Technological innovations form part of the dynamic nature of Acrilex and are essential for guaranteeing



the complete satisfaction of the company's customers. The partnership with SMIPACK has contributed much to achieving this objective, as SMIPACK also focuses on the technical innovation of its machines and on satisfying its customers. The SMIPACK packers are, in fact, able to guarantee maximum operative efficiency, extreme ease of use and excellent accessibility during maintenance operations. Thanks to the SMIPACK packers of the FP and ßP series, Acrilex can manage its own production lines in an effective and versatile manner,

in complete safety and with costs reduced to a minimum.



# Smipack packers:

high quality at competitive prices



■ The  $\beta$ P800/802 AR 230R and  $\beta$ P802AR 280RS models are automated monoblock shrinkwrappers with sealing bars which stand out for their high versatility of use: bottles, cans, jars and many other containers can be packaged in various configurations in shrink film.

At the machine entrance, there can be 1, 2 or 3 rows of products and the 90° infeeding occurs thanks to an automatic left or right conveyor.

Pack formation is controlled by an automatic grouping system, while a motorised pusher, controlled by

inverter and encoder, conveys the products inside the shrinkwrapper machine for subsequent wrapping in film and shrinking. The Flextron® control system, equipped with LCD alphanumeric control panel, is able to store up





facilitates the movement of the machine inside the production plant, thanks also to the double feet/wheels solution. Inside the Acrilex lines, automated angular packers are installed from the FP series for production of

up to 3,000 packs per hour; the FP models are extremely versatile and can package a wide range of different products in terms of shape, size and weight in single format or grouped into predetermined packages.

to 10 work programmes and ensures a simple and accurate control of all parameters and production phases, such as: temperature and seal time; opening of seal bar; speed and positioning of pusher; oven temperature; speed of oven belt; etc....

The shrink film oven belt, which moves at variable speeds controlled by the inverter, is equipped with fibre glass bars and a supplementary chain for improved movement of the heavy packs. SMIPACK's  $\beta$ P series is characterised by a very compact monoblock structure, which





All the models in this range can be provided with or without shrinking tunnel, and both polyolefin and polythene can be used in the shrink film packaging.

With the new SMIPACK FP6000 and FP8000CS packers it is also possible to use reels of film in single-fold polythene, open on either of the two sides.

Machine management and maintenance activities are very simple, thanks to the new control panel situated on the front which, being fitted with a greater number of lines compared to the previous version, improves the visibility of the information.

Even format changeover, changing the reel and replacing the inlet and outlet belts is easier and quicker compared to previous solutions.



All this translates into significant advantages for the user: with maintenance operations reduced to a minimum. In fact, the performance of the machine increases while management costs decrease.

Even the operations of checking and managing the FP6000 and FP8000CS packers are entrusted to the Flextron® advanced control system, which offers the possibility of memorising up to 20 different working cycles, controlling the opening of the seal bar, setting the seal time, adjusting the seal temperature both along the length and width of the seal bar, altering the speed of the conveyors, activating the conveyor closing system and generating different process statistics (instantaneous production, machine efficiency, detection of faulty packs, etc.).



▪ THE WORD TO THE CUSTOMER - Interview with Takaaki Kobashi, Chairman and Industrial Director of Acrilex



easily accessible service. We have always focused upon offering our consumers a versatile and easy to use product range, which ensures excellent quality results and responds perfectly to their creative expectations. We also operate in a very "effervescent" market where consumers are continuously looking for new colours, new techniques and new "magical" effects for every single art form they develop. All this requires, from our part, constant technological innovation and continuous research into new products to be introduced to the market. Acrilex has also benefited from a positive expansion in exports, made possible by the development of products which comply with international quality

*Since 1964 to the present day, Acrilex has undergone an amazing development. What is the key to success both in Brazil and abroad?*

"We have achieved extraordinary growth by following an ethical and reliable commercial policy. Each one of our company activities is defined in terms of the expectations of the various market

sectors which we serve. Acrilex actually works both with traditional stationers and with wholesalers. The former stand out for the excellent personal service they offer, in that they perfectly recognise the requirements of every single consumer, while the latter aim at a clientele which prefers a more independent, practical and





“They undoubtedly play a major role in the reliability of the product on offer, the punctuality in delivering the ordered goods and an efficient after-sales technical support service. The latter must be able to comply with our expectations, also with regard to providing an appropriate technical manual.”

*What are the factors that led Acrilex to invest in purchasing the FP and BP series SMIPACK packers?*

“We needed to have machinery which perfectly suited our needs with regard to layout, which offered us excellent production performance, simplicity of use and excellent quality product packaging.

All these features were identified in SMIPACK and it was from there that the decision came to install the FP and BP series machines.”

*How important is the direct presence of SMIPACK in Brazil through the Smi do Brasil branch for you?*

“It is a fundamental element which definitely makes the difference! Thanks to the branch in Brazil we can actually rely upon direct technical support and on the supply of spare parts with quicker delivery times. This factor was the key element when we decided to install new packaging machines in our production lines.”

and safety standards.

All our products, above all those for schools, actually comply both with local regulations and with European and American regulations with regard to manufacturing products for children.”

*What characteristics must a supplier have to satisfy your company's quality standards?*

