

ONE PACKAGING SYSTEM FOR EVERY NEED



ESTABLISHED IN 1997, **SMIPACK** IS THE COMPANY OF THE **SMI GROUP** SPECIALIZED IN THE MANUFACTURING AND MARKETING OF A WIDE RANGE OF PACKAGING SOLUTIONS FOR MULTIPLE MARKET SECTORS.



THE CONTINUOUS INVESTMENTS IN RESEARCH & DEVELOPMENT, THE STATE-OF-THE-ART TECHNOLOGY, THE USE OF TOP-RELIABILITY COMPONENTS, THE FLEXIBILITY AND THE TECHNICAL SUPPORT ARE ALL KEY FACTORS OF A WINNING PRODUCT WITH AN EXCELLENT QUALITY/PRICE RATIO.

**HIGH-TECH
PACKAGING**
open to everyone





Smipack Spa

Via Piazzalunga, 30
24015 San Giovanni Bianco (Bergamo) Italy
Tel. +39 0345 40 400
info.smipack@smigroup.net
www.smipack.it

Mayeri: Excellence in packaging through automation and sustainability

Located in Northern Europe, specifically in Estonia—a highly regulated industrial environment focused on efficiency and sustainability—Mayeri develops its production of detergents and cleaning products by leveraging standardized processes and packaging solutions capable of handling multiple formats and meeting the needs of a constantly evolving international market. Founded in 1889, Mayeri Industries are the leading manufacturers of laundry detergents and cleaning products in the Baltic States. Mayeri's philosophy is to produce effective cleaning and hygiene solutions that are safe for both people and the environment. Mayeri products are eco-friendly and designed to minimize their impact on health and nature.

In recent years, Mayeri has strengthened its industrial structure through targeted investments in automation, process standardization, and end-of-line optimization. As part of this corporate strategy, the secondary packaging phase plays a key role in ensuring production continuity, product protection, and distribution efficiency, all with an environmentally sustainable approach.

Between 2023 and 2025, the company integrated five Smipack WPS 150Z automatic wrap-around case packers, with two additional units planned for the current year.

Advanced cartoning solutions for the Mayeri plant

The Smipack WPS 150Z automatic wrap-around case packers are designed for secondary packaging in closed cartons, produced from flat die-cut blanks. This system enables the creation of compact, robust packages optimized for transport and palletizing. At the Mayeri facility, the machines are used to pack both cylindrical PET bottles of detergents and chemicals (0.5L, 1L, and 1.5L) and square PET bottles (1L) in various configurations, including 2x2, 2x3, 2x4, 2x5, 3x3, and 3x4.

Thanks to their smart configuration, the installed WPS 150Z case packers can manage different grouping patterns, with quick and easily interchangeable format changes—an essential feature in a production environment characterized by a wide range of products and containers.

Key features of these case packers include:

- 90° infeed
- Fully automatic operation
- Highly precise carton forming and closing
- Simple integration into existing lines
- Design focused on mechanical stability and operational continuity
- Robust, compact structure with easy access for format changeover operations and maintenance



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Efficiency, safety and consistency: The advantages of automated case packing

Smipack case packers have enabled Mayeri to standardize the secondary packaging process, reducing variations in carton forming, product placement, appearance, and operational efficiency, thus improving the quality and consistency of the final package.

From an operational perspective, automated case packing contributes to:

- Increasing overall line efficiency
 - Reducing manual operations and risk of error
 - Ensuring uniform product protection during transport
- Logistically, the use of optimized wrap-around packaging enables:
- Better load stability
 - More efficient space management
 - Fewer issues during storage and distribution



Sustainable packaging and industrial expansion: The pillars of Mayeri's strategy

The wrap-around packaging system is fully aligned with Mayeri's sustainability strategy, allowing for rational use of board and minimizing material waste. The precision in forming and closing cartons helps reduce unnecessary consumption and ensures functional packaging that meets the sector's environmental standards.

The decision to expand the machine park with two additional WPS 150Z units planned for 2026 underlines the reliability of Smipack technology and its suitability for Mayeri's industrial growth plans.

Technology and shared vision for sustainable growth

The direct collaboration between Mayeri and Smipack stands as a concrete example of how secondary packaging automation can become a strategic factor in enhancing efficiency, quality, and sustainability in the cleaning and hygiene products industry.

The progressive integration of WPS 150Z wrap-around case packers has enabled Mayeri to establish a flexible and reliable end-of-line, ready to support the company's production evolution and international expansion. In this way, Smipack confirms its role as a technological partner for manufacturers seeking robust, efficient, and future-oriented packaging solutions.