Interview: Seref Gültabak – Area Sales Manager, Bosch Packaging Systems AG, Switzerland



"At the forthcoming interpack 2017, the world's largest fair for the packaging industry, we will premier an all-new, medium speed system for the sachet applications."

28.03.2017

Tags: Switzerland, Bosch, Packaging, Automation, Service Provider

With new scalable, flexible, and modular packaging systems soon to be launched commercially, Bosch Packaging Systems is poised to increase its footprint within the pharma industry with a range of automated packaging solutions.

To begin, could you please introduce Bosch Packaging Systems AG?

Bosch Packaging Systems AG in Beringen, Switzerland is part of the Bosch Packaging Technology Group. This facility is what we call a system house. More than 750 employees work here to develop and manufacture a range of packaging machines under the Sigpack brand, which have applications in the pharma industry, in the food and confectionary industry, and other non-food industries. In fact, the pharma industry accounts for about 20 percent of our turnover.

Bosch acquired the SIG Pack division, which included the Sigpack brand, from the SIG Holding back in 2004. Given this history, the origins of Sigpack can actually be traced back over 110 years in Switzerland, to SIG's production of their first packaging machines back in 1906. We have a long-standing history in developing leading packaging technologies. Today we are a core competence center for the development of systems in the areas of flow wrapping, sachet and stick packaging of powders and granules, product handling as well as topload cartoning.

What are some of the new developments Bosch Packaging Systems is working to bring to the pharma industry?

[Featured_in]

At the forthcoming interpack 2017, the world’s largest fair for the packaging industry, we will premier an all-new, medium speed system for the sachet applications. This system will be scalable and flexible, with it being relatively easy to adjust the dimensions of the sachets and number of lanes, something which is so far not available on the market. Later in the year, we will be introducing a medium speed modular flow wrapping machine, which will also allow for more flexibility.

Both of these new applications will be particularly relevant for many companies in the pharmaceutical industry, as relatively few pharmaceutical products have high enough sales volumes and do not require a dedicated high-speed packaging system. For new products or those that only generate moderate sales volumes, manufacturers need packaging solutions that are well suited to handle lower volumes but allow for a reasonable scale up. Moreover, pharma companies are increasingly moving to flexible, modular manufacturing systems that can be used to manufacture different products, and the flexibility of these new systems is a reflection of that at the packaging stage.

[related_story]

Coming from the role as an equipment provider, what investment trends are you seeing from pharma clients?

Today, we see a trend towards being more cost effective. Pharma manufactures are looking for equipment that fits their needs and offers the best value for money.

For us this means it is not so much about providing the gold standard but about offering solutions that fully comply with the needs of the customer while providing the decisive extra in terms of flexibility and/or performance that will differentiate us from the competition.

Why should Bosch Packaging Systems be the partner of choice, and Sigpack the brand of choice, for your potential customers?

Bosch is a capable high-tech company with a worldwide presence and a reputation for quality and innovation. This brings clients an assurance of quality and security of their investment. Bosch will be there to provide local service and support down the road. Through years of presence in the market, customers know that our systems are reliable and durable, providing them with equipment that they can trust and build their business on. This reputation is reinforced by the 111 years of history behind the Sigpack brand, and the quality associated with products that are “made in

Switzerland”. We listen carefully to our clients and provide them with a tailored solution that precisely fits their requirements.

Looking forward a few years, what will you be working towards??

At present, I am a sales manager for the ‘rest of the world’ region, meaning all markets outside of Europe and the US. I am working in a strategic sales support role as part of this group. My core focus is on preparing the sales setup for the above-mentioned new products, which we will soon bring to market. I believe there is demand for such mid-range automated systems and our new products represent interesting growth opportunities for Bosch Packaging Systems.

We also have strong capabilities in the top loading area, which is particularly interesting regarding the handling of vials and syringes. This has been an area we’ve invested in for several years to develop equipment targeted directly to this application. That said we do have the right technology and capabilities to provide the best solutions to customers in this space.

See more interviews