

## Another prestigious order for Kliklok

Bulgarian bakery company Prestige has placed another order for a second Kliklok SFR end load cartoner, with an automatic loading & stacking system. This line complements their existing cartoning equipment, comprising a hand-load SFR and a Kliklok CCI (compact intermittent cartoner). Prestige is a growing company, and needed to increase their production capacity at their plant in Veliko Tarnovo. Following the efficient performance of the previous SFR & CCI, Prestige asked Kliklok to provide a new end load solution to pack flow wrapped trays of chocolate sponge cakes in singles & twin packs at up to 120 cartons per

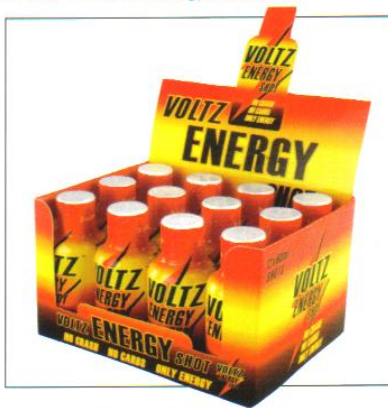


minute. The SFR was chosen yet again, for its short footprint and its robust stainless steel construction, and the collation & stacking for the twin pack is efficiently handled on Kliklok's Stacking TRAC product handling system. The good relationship with Prestige, and Kliklok's reputation for well-designed reliable machinery has notched up another success story for the popular SFR end loader. **For more information call 01275 836131 or visit [www.kliklok-int.com](http://www.kliklok-int.com).**

## Voltz Appeals to Retailers With Consignment Sales

Voltz International has announced it has seen a significant increase in sales through retailers across the UK, following its recent deal with franchisor Card Connection to deliver the popular energy drink on a 'consignment' basis. "The major advantage of consignment sales is that retailers only pay for the stock they have sold," explains Rob Arnold, CEO of Voltz. "Card Connection's franchisees place Voltz into stores and the stock and display equipment is installed on free loan to the retailer. This is one step beyond 'sale or return' as retailers don't have to buy stock in the first place, only paying for what they sell. "In challenging economic times the consignment sales model is particularly appealing," continues Arnold. "In fact, a number of stores have now de-listed some of the big-name en-

ergy shot brands in favour of the more healthy and financially 'risk-free' alternative: Voltz." **For more information call 0845 686 00 40 or visit [www.voltzenergyshot.co.uk](http://www.voltzenergyshot.co.uk).**

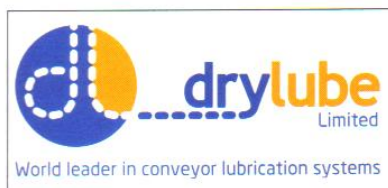


## Dry Lube Ltd and Holchem team Up

Dry Lube Ltd, world leader in water-free conveyor lubrications systems has signed a partnership agreement with Holchem Laboratories Ltd, leading supplier of cleaning products and hygiene management solutions, to provide the UK's food and drinks industry with a complete solution for hygiene, cleaning and lubrication. Holchem, based in Lancashire, offer a wide range of cleaning products and value-added services providing the very best solutions to the food, beverage, catering and hospitality sectors primarily in UK and Ireland. Dry Lube Ltd's water-free lubrication technology enables packaging operations to reach new levels of performance by providing a lower cost, environmentally friendly and safer conveyor lubrication solution. Dry Lube's sys-

tem has the ability to transform the work environment by removing traditional, soap and water lubrication from the packaging line. The removal of this lubrication also helps to dramatically reduce slip, trip and fall incidences. This system enables companies to make significant water and financial savings as Dry Lube improves belt life and line performance leading to increased productivity.

**For more information call 0844 5610941 or visit [www.drylube.co.uk](http://www.drylube.co.uk).**



## Horlicks moves image from sleep to unwind

Horlicks is moving its image from a bedtime drink to a drink for people 35+ who just want to unwind at the end of a hectic day. To support this change GlaxoSmithKline enlisted the help of thinking-brands agency Billington Cartmell to create an integrated campaign for Horlicks involving above and below the line activity and the use of a Fix-a-Form multi-page leaflet label from Denny Bros. Horlicks' research has shown that few people take time to unwind at the end of a busy day, a mere 30 minutes relaxation before bed leads to a much improved night's sleep. Billington Cartmell identified reading as a key facilitator of unwinding and a fully activated campaign was built around the principle that Horlicks facilitates evening wind down by encouraging people to take time out with a great magazine. A free subscription to one of a choice of IPC magazines was offered up in return for the unique codes printed on the promotional packs. Over 2.8 million bespoke, die-cut Fix-a-Form multi-page labels were produced with unique reference numbers to enable people to make online and postal entries. Machine applied, the 14-page on-pack leaflets contained brand info and the promotional details flagging up the free offer on the all-important front-page. **For more information call 01284 701381 or visit [www.dennybros.com](http://www.dennybros.com).**



## HUSKY TEAMS UP FOR WORLD CUP CAMPAIGN

Husky has teamed up with drinks giants Coca-Cola and Budweiser in a World Cup-winning partnership aimed at maximising sales to football fans unable to make the trip to South Africa in June. The Husky HUS-EL179 Coca-Cola Personal Refrigerator incorporates the legendary company's official marketing campaign for the World Cup inspired by the joyous dance celebrations familiar to Africa. The images incorporate a wall-size Coca-Cola bottle along with funky silk screen images of footballs and supporters on the double-layered re-

versible glass door. Coca-Cola, the world's largest beverage company with a staggering 1.6 billion servings a day, has been an official sponsor of the World Cup since 1978. Meanwhile the black Husky HUS-HM134-EL Budweiser Personal Refrigerator provides a cool depiction of the Budweiser brand with a full-size photograph of ice-cold bottles and the familiar red and white logo on the door.

**For more information call 01455 555397 or visit [www.huskyproducts.com](http://www.huskyproducts.com).**

