



The machine bank of the Greek packaging experts includes a Rotomec RS 4004 gravure printing line

At the Mount Olympus of converting

C2 paid a visit to Greek packaging experts Hatzopoulos

On our tour through the facilities of Hatzopoulos in Thessaloniki, we can see no signs of the heavily-discussed economic crisis in Greece: the laminating, slitting and printing lines in all production halls are running at full speed and the more than 306 employees have lots of work to do.

"Hatzopoulos was founded in 1931 as a local producer of paper bags.

Today we are not only the largest Greek packaging manufacturer but also active throughout Europe with an export rate of about 70%," reports managing director Theo Zontanos proudly. "In the last five years alone we were able to double the turnover of our business abroad. This has obviously helped us in maintaining a growth path in spite of the difficult situation of the Greek economy." In this

way the Greek converters were able to generate a turnover of €57M in 2015. "The basis of our success is that we have continuously invested in new technologies and can rely on a modern and efficient machine bank in all aspects of production. Anyone like us who wants to produce demanding packaging for customers in more than 20 countries, has to be able to make use of diverse production methods."

55 years

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A Rotomec 4003MP rounds up the machine bank



Hatzopoulos boasts two flexo printing lines

Broad product portfolio

Therefore, it isn't without reason that the most important products of the Greeks are high-quality packaging solutions for the food and pharma industries. The customers expect packaging with high protection – for example double or three-layered composites, materials with little light permeability, and sterilisable films.

For the packaging of salty snacks like chips or nachos, the experts at Hatzopoulos produce packaging solutions made of simple OPP, but also double- or three-layer composites. The materials can be processed by means of flexo or gravure printing and fulfil highest requirements in terms of the print image. If a customer plans special advertising measures, the packaging can be equipped with individual codes.

In the packaging of chocolate and sweets, Hatzopoulos has gained an outstanding reputation as supplier of the largest brand owners in Europe. The packaging forms can be adapted to individual customer demands. After printing, they can also be finished with cold sealing and partial matt lacquering applications.

Another important product focus of the Greek company are packaging materials for peanuts, dried products (food and instant drinks), sauces, ready-made meals and nutritional supplements. All of these goods pose the highest requirements for the packaging, which has to guarantee that taste, aroma and texture remain intact over long periods of time. For this, Hatzopoulos offers packaging materials such as transparent, semi-transparent and opaque



Hatzopoulos' general manager
Theo Zontanos

composites that feature the required barriers for each product. Furthermore, Hatzopoulos manufactures high-quality packaging for frozen foods, animal nutrition, meat and dairy products, as well as coffee and hot beverages. The increasingly popular sticks that contain small amounts of food, pharma, body care and cosmetics products are also supplied by the Greek experts.

The product range is rounded up with aluminium lids that are exclusively flexo printed at Hatzopoulos. The packaging designers are convinced that this method is able to produce the same, or even better, results as opposed to gravure printing. On top of that, customers profit from lower printing costs. The aluminium lids are compatible with containers made of PP, PS, PET, PVC, PE and aluminium. Special lids are manufactured for products that are pasteurised or sterilised during packaging.

Focus on R&D

At Hatzopoulos research and development are highly emphasised parts of the business. "Our laboratory is continuously working on solutions for the optimisation of packaging systems and the reduction of negative environmental impacts of packaging," affirms Theo Zontanos. Here, the company participates regularly in international research projects such as the EU-funded programme 'Active and biodegradable multilayer structures for dehydrated



A few weeks ago, a team from Hatzopoulos visited the KAMPF site in Wiehl for machine acceptance



For slitting and winding, Hatzopoulos trusts in KAMPF technology, including a Unislit

or dried food packaging applications' (BIOACTIVELAYER), which aims to develop biodegradable packaging for dried foods.

The dedication for resource-saving packaging at the Thessaloniki site has been recognised with awards several times. In June 2015, the company received the Jury's Trophy at the Pepsico competition 'Performance with Purpose' in Paris.

Partnership with customers and suppliers

"Hatzopoulos defines itself not only as a packaging producer. It is our goal to find tailored solutions together with each customer for his special demands," explains the managing director. In order to fulfil this requirement, the company employs

its own multilingual service team, which speaks not only Greek but also English, French, Russian, Italian and German.

In terms of suppliers, the Thessaloniki-based company also underlines the importance of trusted co-operation.

Thus, Zontanos praises the long-term partnership with the German slitting and winding machinery supplier Kampf Schneid- und Wickeltechnik, which is based in Wiehl. "KAMPF has been consultant and partner for us at the same time. All of their slitters that are installed in our facility have been adapted exactly according to our specific demands after extensive discussions and planning. We profit from this by running production on a daily basis." ■



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