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Outperform

Innovation drives success with Lion

Henkel New Zealand's Adhesive Technologies team has enjoyed successful collaboration with Lion - Beer, Spirits & Wine (NZ) Ltd, the largest brewery in New Zealand. After 10 years of working together, the team was provided with the opportunity to install Henkel's Pro Control system on one of Lion's packaging lines. "Using the data from the Pro Control system, we were able to demonstrate that we would provide Lion with significant savings in operational and running costs," explained Colin Hooper, Henkel's Account Manager for Lion New Zealand.



Murray Irvine (left), Engineering Reliability Manager at Lion Auckland, with Colin Hooper, Account Manager, Industrial Adhesives, Henkel New Zealand.

This is a significant innovation for Lion with multiple benefits. Unlike the previous hotmelt used, the Technomelt Supra range does not smell, improving the quality of the workplace. Lion also saves time and money because the packaging equipment now requires less maintenance and downtime. Overall, the presentation of Lion's packaging is cleaner and visually more appealing with the use of the new adhesives.

Due to the benefits, Lion awarded Henkel with an exclusive contract to supply hotmelt adhesives for all of Lion's packaging lines at the Pride Brewery, East Tamaki, Auckland.

Murray Irvine, Engineering Reliability Manager at Lion in Auckland, said, "Henkel's adhesives met all our criteria and exceeded our expectations. Its polyolefin hotmelt produced outstanding results in yield gains, machine efficiency improvements, pack improvements, energy savings and, most of all, maintenance savings. It was because of these improvements that we awarded Henkel the total adhesives supply contract for our East Tamaki site."

"Innovation is key to building the long term partnerships we have with our customers. Our continuous push for innovation across the business, coupled with extensive experience in this highly specialised field, allows us to provide our customers with a substantial value proposition. It's a win-win for both the customer and Henkel," Colin concluded.