

## ASF

Pack house profitability experts Marco have received a significant additional order from ASF Holland BV for the expansion of the Marco Yield Control System (YCM) installed at their pack house in Venlo. The new order includes 45 LineMaster workstations and follows on from the success of the initial, 15 station system installed in 2009.

ASF specializes in packaging soft fruits including strawberries, raspberries, blue berries, blackberries and red berries, supplying supermarkets and other retail outlets across mainland Europe.

Their director Ron Jongbloed is delighted with the original Marco system and, as he explains, had no hesitation in endorsing the new order. "We operate in a highly competitive market place and ensuring we continue to supply the highest quality product is of paramount importance. As well as having to match packing speed with accuracy, we have to meet 'e' weighing legislation and maintain the highest product presentation credentials. The existing YCM system, which was designed and installed by Marco to meet our exacting requirements, has significantly reduced over pack (giveaway) whilst significantly improving productivity – fully qualifying Marco's promises regarding rapid return on investment. The new system will mean that all four of our packing lines are now fully automated."



Like all busy pack houses, ASF have to meet ever changing customer requirements,

which regularly results in the need for rapid line changes. Order requirements are sent directly to the workstations from the Marco PC based DataMaster control terminal via robust wireless technology. This allows workstations to be easily relocated in the lines, without incurring the problems usually associated with fragile communications cables.



A key feature of the Marco YCM system is the ingenious Automatic Optimisation (AO) software which keeps a constant eye on the pack weight trends at each and every workstation. If pack weights at any station start to vary outside predetermined limits, the AO system adjusts the target weight to bring the average ongoing pack weights back within a close tolerance. The operators are oblivious to these subtle changes and continue to pack to the green light on the LineMaster's traffic light acceptance bargraph.

Ron Jongbloed has found that the ability for operators to continually meet close pack weight targets has had a highly positive affect on moral and job satisfaction, all of which translates out into improved productivity and profitability for his company: "The Marco YCM system does not come over to the workforce as 'big brother' spying on them. On the contrary, it engenders an even better working environment where everyone wants to do their best. From the outset they realised that the Marco system made their life easier, and our company more profitably; a win - win situation for all concerned. We are confident that this latest YCM equipment will have a major impact on our future growth."

**To learn more about ASF click here**



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