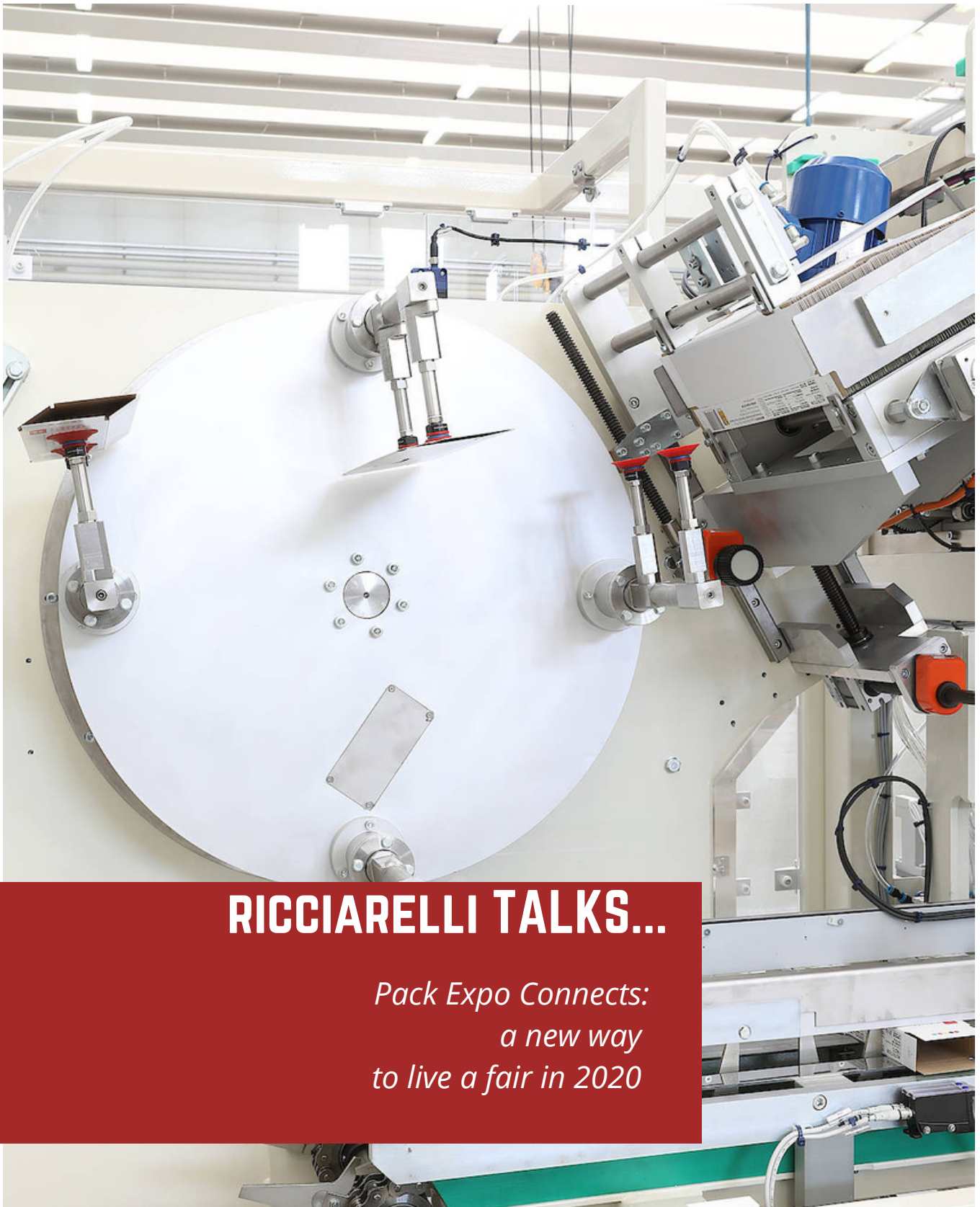


RICCIARELLI

PACKAGING SYSTEMS



RICCIARELLI TALKS...

*Pack Expo Connects:
a new way
to live a fair in 2020*



Coronavirus has revolutionized how to do a fair in this strange 2020: for the first time in its history, PackExpo did not take place physically in Chicago but exclusively in a virtual mode. An alternative way to facilitate collaboration between producers and suppliers

PackExpo Connects took place from November 9th to 13th and it has been the first international trade fair enjoyable completely in a virtual mode.

To recover from the impossibility of carrying out the event physically in Chicago, as always happened in past years, due to the Coronavirus emergency, **PMMI Media Group**, together with the **American Association for packaging and process technologies**, set up an unusual event, available completely online, equipped with real-time chat, machinery live-demos and a renewed lead generation activity to maximize the opportunities for connection and collaboration within the sector.

Pack Expo Connects made possible to provide solutions for new packaging challenges, following an unprecedented way and facilitating the connection between manufacturer and supplier directly from their own office through a digital platform that made an immediate connection.

TOGETHER WITH ICE

Ricciarelli S.p.A. took part in this original edition of the fair with ICE, the agency for the promotion and the internationalization of Italian companies. During the five days of the exhibition, visitors were able to examine the specific showroom created for the event

by the company, where the users could find:

- **Videos, photos** and **detailed information** about packaging and palletizing systems;
- **sales team staff** any time available for a digital conversation;
- Possibility of **1:1 interactions with product experts**, ready to provide the assistance needed to help customers make the best decisions for their business.



Giovanni Frosini, sales manager for USA market, during the fair

Sustainability was very important during the fair and PackExpo's organizers turned a very careful eye towards it. Ricciarelli contributed by saying his opinion, embracing this theme and exposing the work he has been carrying out for several years **to fight energy waste** and to promote the **use of recyclable or biodegradable**

packaging materials.

RICCIARELLI NEW SOLUTIONS

At PackExpo Connects, Ricciarelli has introduced his new **G12RC140**, its **innovative solution** for weighing and

packaging **long pasta in cartons**, with high speed machines. These new cartoning machines are equipped with weighing groups made with G12 model, a fully motorized solution with a patented system for feeding and treating the product, and they work with continuous collection cycle of the boxes from the warehouse with rotating suction system and product introduction during the stop phase of the chain.



G12RC140



Ricciarelli has also presented the **packaging units for 5 and 10 pound bags**, solutions for long and short pasta, capable of producing up to thirty 10-pound bags per minute and fifty 5-pound bags per minute, and the classic automatic **horizontal packaging machines** for long pasta in bags made from a reel of plastic film.

*In the picture G12VS150,
packaging system able
to make 30 bags per minute of 10 pounds
or 50 bags per minute of 5 pounds*





*Daniele Bagni, sales and marketing
director for Ricciarelli S.p.A.*

At the end of the exposition, the numbers proved the bet made by Ricciarelli right: **more than two hundred** people, from all over the world, came to **visit the virtual stand** and many of them left their contacts for a second meeting, to prove the respect and the trust that the brand has gained over the years in many different areas of the world.

«We are satisfied about the numbers we have reached during PackExpo Connects - comments the **sales director Daniele Bagni**. «This way to do a fair was new for us and we agreed to take a leap in the dark because we didn't know how visitors could react. We are happy about the final result and we are confident for the future: the Coronavirus has created problems to us like to everyone but it has not stopped us and this is the most important. We will continue to support our customers at all times, thanks also to the recent technologies we have installed on our machines».

DO YOU WANT TO KNOW MORE?

Please visit our website
www.ricciarellispa.it

Carried out in collaboration with



Ricciarelli S.p.A

Via U. Mariotti 143, Pistoia (Italy)
+39 0573 4457200
info@ricciarellispa.it

