

BAT Press Release



Image copyright British American Tobacco 2005. NB: Local market (Sweden) health warning on underside of can

Relco, the UK based designer and manufacturer of induction and RF sealing machinery have produced a custom built foiling system especially for British American Tobacco's new line of Lucky Strike 'Snus' tobacco pouches. The cutting of the seal is done to a print register mark from reels of foil in order to provide a label effect seal before being directly induction sealed onto the tin-plate can. The quality of the result achieved by the Relco FCS sealer provides a hermetic seal to preserve freshness which has an attractive appearance and is also easy for customers to remove. Working from reel-fed material stock is considerably more economical than using pre-cut magazine fed seals and avoids the problems associated with feeding thin membranes from a stack. Relco's unique capless induction sealing system is also highly energy efficient, requiring only 20% of the power of an equivalent conduction device and with a cold sealing head, provides added benefits of cleanliness and increased operator safety. The in-house design and development facilities at Relco also allowed the project to be completed from concept to working machine in just 12 weeks.

"The machine was ordered as part of a project to launch a new product category. The project was completed in an exceptionally short time frame, and the sealing machine was operational within two days of arriving at the factory. RELCO were very committed to the project and provided invaluable advice and assistance not only on the sealing machine, but also on packaging design and materials selection, both of which have made significant contributions to the overall success of this project." A.N.Robinson BAT Project Manager.

The Relco FCS range of capless induction sealing machines can be used on any container material and has a wide range of applications in cosmetic, personal care, food and pharmaceutical sectors.

Lucky Strike is a trademark of British American Tobacco (Brands) Inc.

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