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Markus Laub
board member of mymuesli

Requirements

Total packing agility to scale with peak

Align with company policy on sustainability

free up manual labour for other tasks

Capable of packing fragile products

Challenge

Mymuesli offers more than just breakfast cereals. Customers can find everything their muesli-loving hearts desire—from tea and fragile breakfast table accessories to various snack products. One thing is essential for mymuesli in all this, and that is sustainability. “Our goal is to continuously reduce the ecological footprint of our products. The same principle applies to production, logistics, and packaging,” explains Markus Laub, board member of mymuesli. Before implementing the CVP Everest, the company used standardized shipping boxes. “Sometimes, the orders were a bit too large to fit into the box. This meant we had to use a bigger box, which ended up wasting both cardboard and transport space,” Laub explains.

Solution

It is no surprise, therefore, that the organic muesli manufacturer was the first company in Germany to install the CVP Everest automated packaging system. Smurfit Kappa connected mymuesli with Sparck Technologies. With the tailor-made boxes produced by the CVP Everest, mymuesli now achieves savings in transport volume, cardboard usage, and packaging waste. Packaging waste has even decreased by 50%. mymuesli has

already saved 30% of truckloads in transport volume, reducing shipping-related emissions.

The CVP Everest reduces a lot of manual work, making the employees’ tasks easier. At mymuesli, the CVP Everest does the same work of around 20 employees. However, Laub believes there is another reason why the solution is so popular with his employees. “Of course, the machine is also enormously impressive. The packaging speed of 1,100 boxes per hour fascinates every colleague.” Speed is a necessity. On peak days, mymuesli ships up to 15,000 packages. The customer can easily open the box at home using a perforation in the cardboard. This allows mymuesli to save around 13,500 rolls of adhesive tape per year.

Another benefit of the CVP Everest is its adaptability to fluctuating demand. High-performance systems ensure that end customers receive their orders on time during seasonal events such as Christmas and Easter. But using a packaging machine from Sparck Technologies doesn’t just mean packaging speed. Along with the ecological and economic benefits, the innovation and customization level for secondary packaging were also decisive for mymuesli. The ship-

ping boxes are now flexible to the order size and no longer need to be accommodated in oversized boxes. “In summary, Sparck Technologies’ system not only significantly relieves our employees. The savings we’ve achieved in materials and transport volume have been more than worthwhile,” concludes Laub.

About mymuesli

As a pioneer in customizable organic food, mymuesli represents a diverse range of breakfast cereals, healthy snacks, and tea through its multi-channel strategy. The award-winning food company offers its products in Germany, Austria, Switzerland, the Netherlands, Belgium, Luxembourg, and France.

Benefits

Fit to size boxes

50% reduction of packaging volume

30% less truckloads

Scale efficiently during peak

Let’s talk about automated packaging

sparcktechnologies.com

mymuesli

