

## SOCO SYSTEM A/S

### Press Release

ITW:

WINNER OF THE PRIZE FOR THE OLDEST CARTON SEALER IN DENMARK

#### **Carton sealer no. 17 – almost 40 year anniversary**

In the factory Kema of the industry giant ITW in Silkeborg/Denmark, there is a carton sealer looking "completely normal" at first glance. However, the machine plate reveals that this is not an ordinary carton sealer. This is, in fact, no. 17 of SOCO SYSTEM's more than 100,000 units which, today, are spread all over the world. Actually, ITW's carton sealer is almost 40 years old and perhaps the oldest one in Denmark. One would imagine that this machine was more than ready for a museum but it is quite different...

#### **Almost impossible to wear out**

The ITW carton sealer is still in operation and actually packs 100,000 cartons annually with a stability which is fully abreast of present time equipment. Production Manager, Daniel Eichler, tells quite impressed: "There have not been any problems at all with the machine. During the time we have had the machine, the total maintenance costs have been less than DKK 4,000. The only spare part that I can remember has had to be replaced is the dispenser which had to be replaced due to a worn rubber ball. Over 40 years, this means very moderate annual maintenance costs of only DKK 100."

#### **Hesitant replacement**

The prize for having the oldest carton sealer in Denmark is a brand new model, however, Daniel Eichler hesitates to make the replacement. Is the new one as good as the old one? CEO, Sven O.C. Olesen from SOCO SYSTEM, is personally visiting ITW to present the prize and to convince Daniel Eichler that the new carton sealer is actually at least as good as the old one.

#### **Brave new world**

During his visit, Sven O.C. Olesen's laptop is opened showing animated visualisations of the brand new product ideas from SOCO SYSTEM. Naturally, the visualisations include ITW's own products enabling the industry giant to see the future technology becoming reality here and now.



Daniel Eichler, ITW, and Sven O.C. Olesen in front of the loyal work horse from SOCO SYSTEM - Denmark's oldest carton sealer!



The Kema factory in Silkeborg, Jutland.