

PRESS RELEASE

High convenience solution from Patatas Hijolusa in Schur[®]Star Microwavable Bag



Schur[®]Star - High convenience in every respect

With an increasingly hectic lifestyle, today's consumer prefers products that are easy to bring home, easy to handle, and easy to prepare. In line with this trend, Schur[®]Star Systems is providing the market with a practical microwavable bag solution. When home, having prepared the potatoes directly in the microwave for only 7 minutes, the consumer easily opens the bag by the incorporated laser score, and the healthy prepared potatoes are ready to enjoy.

Applied by one of Spain's largest potato packers

The agri-food producer Patatas Hijolusa is among Spain's largest potato packers and supplies the entire Iberian Peninsula with high quality potatoes. The potato range comprises varieties that will match any taste, in bag sizes that will match any household. Patatas Hijolusa has placed its trust in Schur[®]Star to bring BabyPat[®] on the market – in a practical stand-up bag with a lean, yet stylish design, ensuring high exposure at POS.

Available at 3,000 retailers in the Iberian Peninsula

Patatas Hijolusa's microwave-ready baby potatoes packed in the microwavable bag solution are available at approximately 3,000 retailers. During the packing process, a thermal transfer printer



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adds the expiry date to the bag, as well as product traceability details, ensuring that this information will reach the consumer in perfect condition.

The Schur®Star Concept: Maximum flexibility, no complexity

The Schur®Star Concept is applied worldwide by more than 500 companies. Applications comprise practically any type of product: From fresh produce over frozen food and liquids to confectionery, from toys over hygiene products and technical items to fertilizers. All are packed in bag constructions that offer high convenience in every step of the cycle – to the producer, to the retailer, and to the consumer. The Schur®Star Packaging Machine allows for a smooth packing process, and for a quick and easy exchange between different bag constructions and sizes. A change-over between manual, semi-automatic and fully automatic filling can be carried out just as quickly. The packing machine is easily incorporated into an existing production line and likewise easily combined with additional process equipment – e.g. for gas flushing or hot fill.

About Schur

Schur is an international team of 15 companies. We are offering packaging, packaging machines, packaging systems, and knowhow. Schur has a staff of approx. 850 persons employed at factories in Denmark, Sweden, Germany, Australia and the USA. Schur®Star Systems is operating out of Flensburg, Germany, Carlsbad, USA and Melbourne, Australia. We use the knowhow of the entire Schur group to be able to offer the best possible flexible packaging solution to our customers.

Let us introduce you to the Schur®Star Concept!

Meet Schur®Star Systems at

All4Pack, Paris - 26-29 November at Stand 7 D187 .

Questions? Please call us!

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