

# KlaFold® - a sleek, strong, sustainable solution helps a snack company focus on taste, not waste.



## Context

Snackworks is the leading manufacturer of biscuits in South Africa and is part of AVI Limited. Snackworks' iconic brand products such as Bakers and Pyotts, Willards chips and Baumann's biscuits are transported to various markets around the world. As Snackworks expands its reach, improving manufacturing efficiency and reducing unsaleable product figures are essential to the company's success in a competitive industry.

## Challenge

For Snackworks, finding a better packaging solution was a key step in improving operational efficiency. While their current coated-recycled board (CRB) substrate had lower initial costs, a significant amount of packaging material and snack products were wasted in Snackworks' packaging plant due to boxes twisting on the filling line.

Beyond production, packaging also impacted Snackworks' sales. The company experienced problems with damaged cartons during shipping, leaving crushed corners or otherwise making the product unsaleable. Variations in the surface quality of the package also resulted in inconsistent imagery and poor quality graphics.

To meet these challenges, Snackworks needed a packaging partner that could provide a consistent and durable product that would meet the rigors of their production line, hold up during transport, and provide a high-quality look to the final product.

## Solution

To meet Snackworks' needs, MWV offered a higher-quality, coated paperboard called KlaFold. KlaFold, which is made from renewable and recyclable natural virgin fibers, has a unique three-ply structure that provides similar stiffness values at significantly lower basis weights than CRB, enabling Snackworks to reduce basis weight by 34%. Cartons made from KlaFold are able to withstand the rigors of a variety of printing disciplines as well as automated packing and filling lines, allowing packages to maintain their integrity through the supply chain and reducing the potential of unsaleable finished products. With lighter weight, less volume and less waste, KlaFold also offers sustainability benefits, particularly pertaining to source reduction initiatives being driven by retail groups all over the world.

In addition to meeting both USDA and ISEGA food contact standards, its consistent caliper and smooth, triple clay-coating make KlaFold a very desirable print surface to meet Snackworks' need for reliable, high-quality and efficient packaging.

## Results

The enhanced durability and surface consistency provided by KlaFold benefited Snackworks throughout its supply chain. At the packing lines, the implementation of KlaFold resulted in almost 100% reduction in rejected cartons and a significant increase in packing line speeds due to fewer stoppages.

Once off the production lines, KlaFold proved it was able to hold up during transportation. With fewer Snackworks boxes damaged in transit than with CRB, more products made it to retailers' shelves, benefiting both Snackworks and their retail customers.

Additionally, KlaFold's smooth clay-coated surface and stable board consistency reduced the on-press time needed to print the Snackworks cartons, creating

fewer washups and improving press speeds. KlaFold also resulted in better ink efficiencies and shorter make-ready times, enabling Snackworks to receive on-press savings at their printers. The more vivid graphics also gave a new and improved look to the Snackworks boxes, contributing to better consumer interaction with the product.

KlaFold also provides environmental advantages. The low-density structure of KlaFold has driven down the amount of total paper tonnage required for Snackworks production by approximately 30 percent. Being lighter, yet still stronger when compared to the CRB, the new KlaFold packaging has allowed for significantly less purchased paper tonnage.

"Since we first started working with MWV and their KlaFold product, we've seen a huge improvement in our productivity through production and the supply chain," said Stuart Henderson, the strategic procurement executive for Snackworks. "We used to lose crackers and biscuits and waste packaging materials because of misaligned cartons on the packing line, which had a retarding effect on our productivity rates. Now our packaging is more consistent and stable. With the waste down, our packing speeds are up. The improvements in efficiency that we've seen are truly remarkable, and at the end of the day, we have a significantly better product for our retail customers to put on the shelf."

For more information, please contact your MWV representative or visit our website at [mwv.com](http://mwv.com)

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