

**THE  
MACARONI  
JOURNAL**

**Volume 52  
No. 2**

**June, 1970**

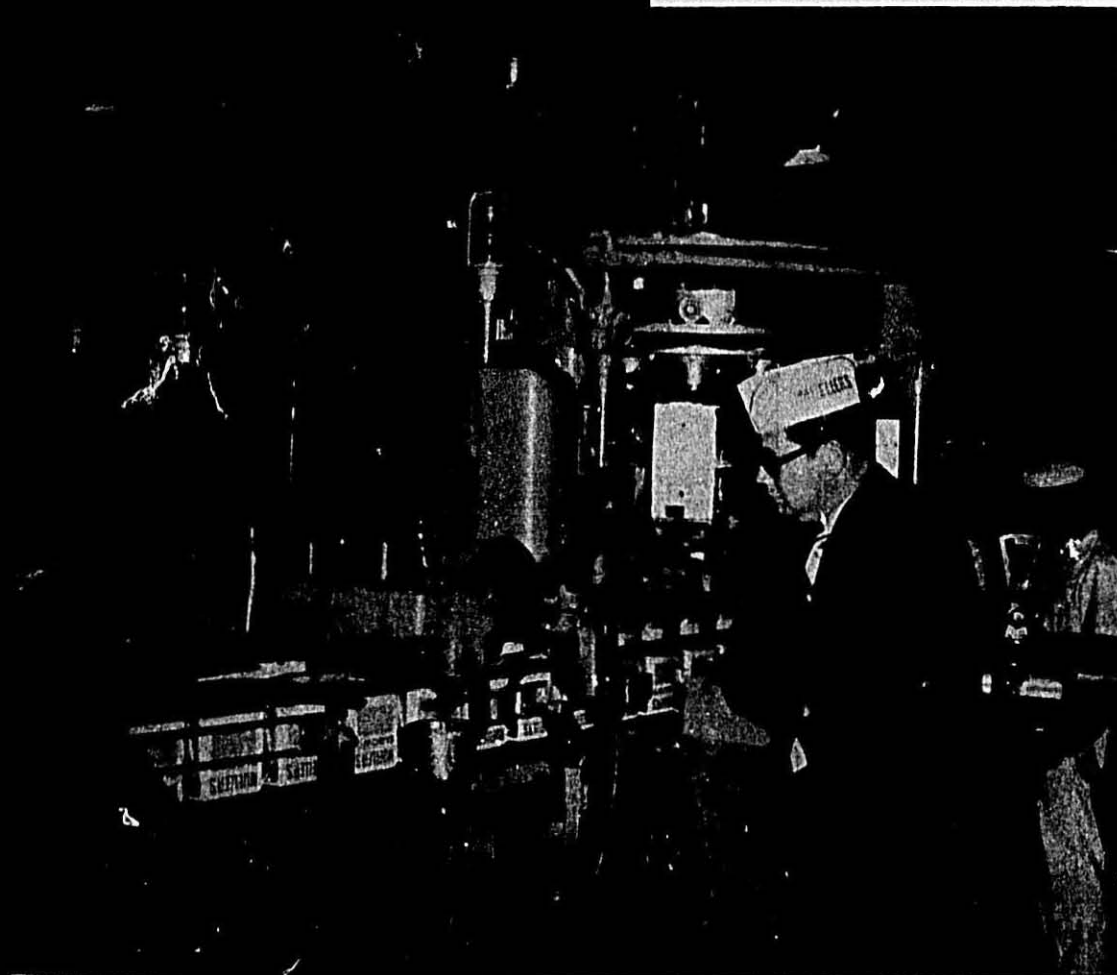


# Macaroni Journal

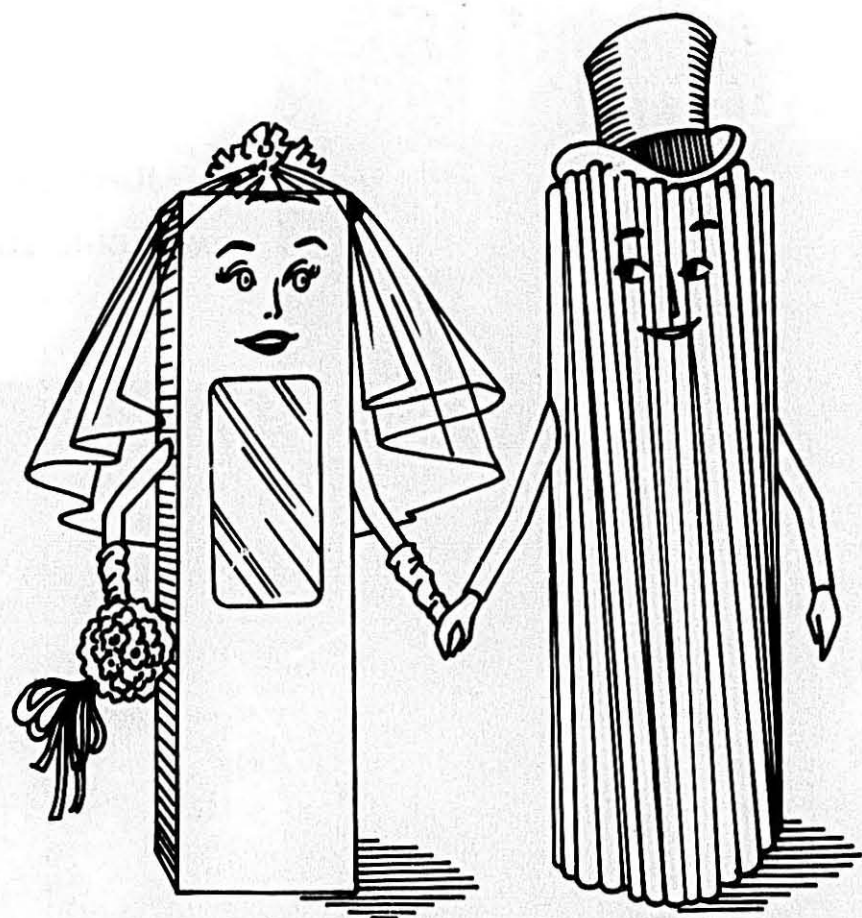
OFFICIAL PUBLICATION  
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ASSOCIATION



**JUNE, 1970**  
**PACKAGING SEMINAR**







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## The Macaroni Journal

June  
1970  
Vol. 52  
No. 2

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
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### Cover Photo

Mickey Skinner of Omaha watches a packaging operation while on tour of the C. F. Mueller Company, Jersey City, N.J.

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## Seminar on Good Manufacturing Practices

ON April 16 the National Macaroni Manufacturers Association sponsored a seminar in cooperation with the Food & Drug Administration, New York District, on sanitation management, good manufacturing practices and biological controls.

On April 21 Associated Press in Washington, D.C. reported that the government had indicated the voluntary market removal of some Lipton soup mixes because of salmonella danger.

It was stated: "Since January, the government has spurred industry recalls of 334,000 pounds of popcorn, 24,000 frozen strawberry pies, 2,000 cases of a name brand candy. These were contaminated with insect and rodent material, or both."

"Other food items recalled in the last three months because of contamination in certain brands and lots include dried eggs, anchovies, noodles, raisins, frozen fried chicken, peanut butter, plimintoes, pizzas, and cooked mushrooms."

### FDA Statement

In a statement distributed with background material for the Seminar on Sanitation Management, Good Manufacturing Practice Regulations and Bacteriological Controls, the New York District of the Food and Drug Administration stated:

FDA's responsibility is to protect consumers by assuring compliance with the Federal Food, Drug and Cosmetic Act. Clean, safe, and wholesome food products—properly and truthfully labeled—would be in compliance with these laws.

We believe that seizures and recalls of defective products show a quality control and consumer protection failure. They are costly to you, FDA, and the consumer. Quality cannot be tested into the product. It cannot be inspected into the product. It must be manufactured into the product. The quality will be in your product if you adopt a well-planned and applied program of self-inspection, self-regulation, and quality assurance.

To design and have a successfully operated program you will need:

1. A management with the desire to make high quality products.
2. A management that will give the program full support.
3. A quality control program for incoming, in-process, and finished products; along with adequate testing procedures.

4. A sound and applied program of training of employees and management.
5. A self-inspection and sanitation program which will maintain environmental control in a sanitary condition.
6. Suitable and applied follow-up actions.

This philosophy was emphasized by Weems L. Clevenger, Director of FDA Region II, who added that managers are the people who make things happen and get things done through other people. People do what you inspect, not necessarily what you expect.

### Bacteriological Problems

Commenting on bacteriological problems, Microbiologist Anthony Duran pointed to bacteria, yeast, and mold as sources of trouble. There are 1,200 species of salmonella; E. coli and staphylococcus are indicator organisms which need not be viable to produce food poisoning.

Bacteria need nourishment, moisture and temperature to multiply, but with proper conditions they reproduce themselves at geometric proportions.

Mr. Duran recommended—(1) Testing of raw materials with an eye to detecting major abuses that occur in time and temperature. (2) Written procedures for cleanup. Egg equipment must be cleaned and sanitized daily. Thaw frozen eggs at 41 degrees or lower, and do not allow them to stand at room temperature. (3) Finished products must be tested for quality acceptance. (4) There must be total commitment of management for quality in products manufactured.

The key to all this is the conditions under which the product is made.

### Prevent Contamination

Consultant Kenton Harris declared that insect fragments and rodent hairs are repulsive but also are indices of insanitation. He counseled setting-up procedures to prevent contamination by (1) getting guarantees from suppliers; (2) maintenance of controls; and (3) putting technical information together to see if it points to a trouble-spot and then doing something about it.

He declared that operations manuals are essential and must be practical in maintenance practices. Wet processing requires wet cleaning. He further observed that blows are coming as a result of reports from Nader's raiders.

### What Is Quality?

"What is quality in macaroni?" Florian Majorack, of the FDA in Washington, D.C., stated that the customer thinks of good color, texture, nutritive, free of insects, no broken pieces, good packaging. The FDA also considers microbiological and chemical influences as well as environmental processing.

The manufacturer must be concerned with (1) raw materials, (2) equipment, (3) people, (4) environment — which equals process and the finished product. On the economic side, FDA is concerned with proper weights, compliance with Standards of Identity and mandatory label information.

Mr. Majorack observed that there must be specifications for people as well as materials, and he asked, "Do you require health certificates? In your standards for cleanliness, do you require hair nets for men with long hair and beards?"

### Quality Assurance

David James, Director of Self-Certification and Quality Assurance at General Foods Corporation, declared that quality assurance was government and industry teamwork in pursuit of a common goal. In the case of General Foods it required fact-finding and then action in preparing a policy statement on quality acceptance. Until the time of the decision, nobody had pulled all the specifications of various materials and processes into focus. These new specifications had to be approved by management and comply with laws.

Management must reduce risk, said Mr. James, and spending money for laboratory facilities is less costly than a product pick-up.

"What are safe tolerances?" They must be worked out, said Mr. James, but no contaminated material now goes into G-F plants; if materials do not measure up to specifications, they are rejected.

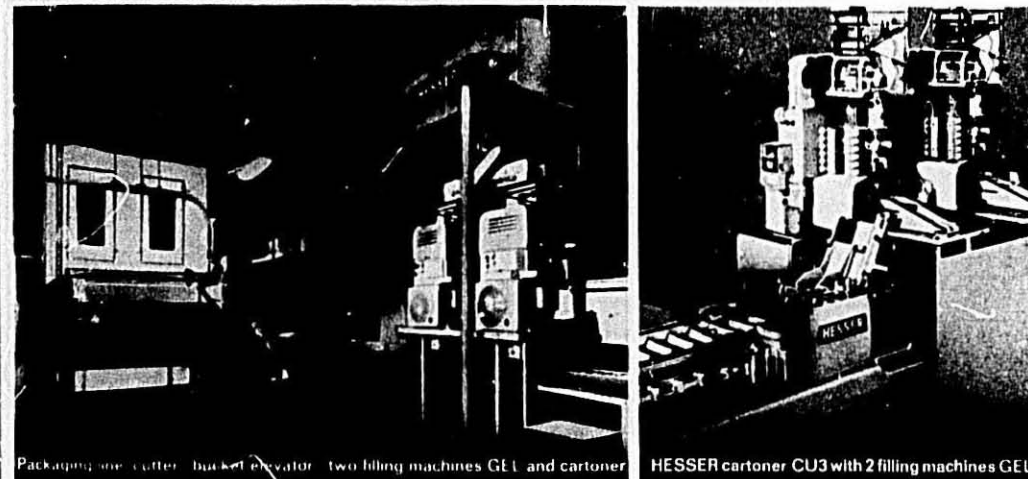
Similarly, cleaning procedures are carefully worked out. These are less difficult in dry areas but must be checked carefully where moisture and temperatures are optimum. Employee motivation is one of the toughest management problems.

Mr. James suggested that management go into stores and check the housekeeping of customers, because the ultimate consumer holds the manufacturer's life.

(Continued on page 8)

## HESSER Pioneers of Modern Packaging

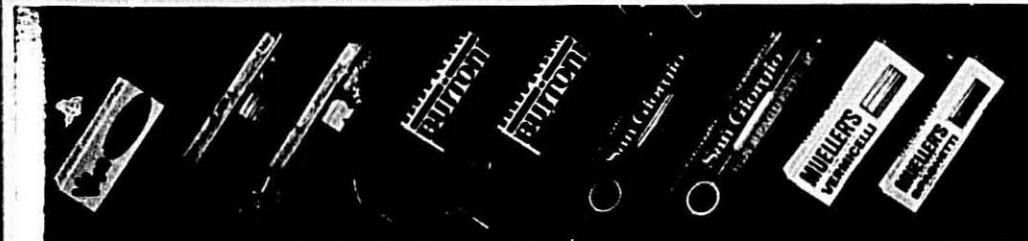
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HESSER cartoner CU3 with 2 filling machines GEL

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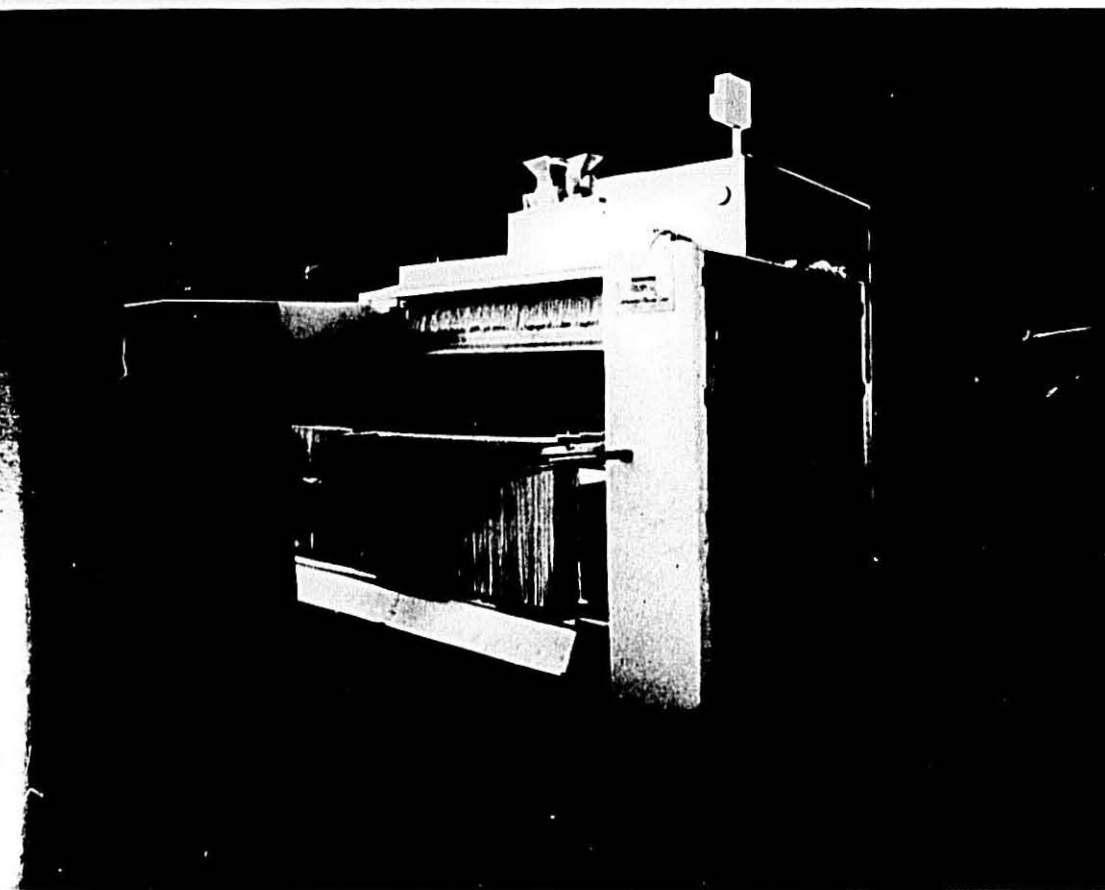
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## Good Manufacturing Practices—

(Continued from page 4)

urer liable for any contamination or problem. He further suggested accounting procedures to account for contributions to safety (a production cost) and to consumer satisfaction (a marketing cost). He concluded: "Quality isn't a program—it's a way of life."

### Hazardous Eggs

With visuals, Newark Inspector Ernest Schmalz showed what hazardous substances eggs could be when improperly handled. He observed that volatile price fluctuations can lead to abuses, and buyers must be aware.

In an interesting exchange with a panel of inspectors, it was concluded that industry must develop guidelines as to good manufacturing practices and see that these are effectively presented to employees in a training program.

### Train Employees

Educational Officer Irving Feldman emphasized how visuals assist in this training and make the educational process more effective. He and his colleague Clyde D. Beaty did much to pull the program together, and have offered to be of assistance to manufacturers in their district who need information and resources for developing manuals and training programs.

## Definitions

**Coliforms** are bacteria associated with equipment and employee sanitation. Their appearance or increase in a processed food indicates insanitary handling and/or contact with improperly cleaned equipment; and the potential danger to health which may result from such insanitation.

**E. Coll** is the member of the coliform group of bacteria found in the intestinal tract of animals. Thus, its presence in foods is an indication of direct fecal pollution, and of the potential danger to health associated with such pollution.

**Coagulase-Positive Staphylococci** are bacteria which can cause food poisoning when present in appreciable numbers. Staphylococci are present on the skin and in the nasal passages; and, thus, their presence in food is more directly associated with employee sanitation.

**Aerobic Plate Count** is a measure of the number of living bacteria that can grow in the presence of air at 35°C. It serves as a guide to the conditions of general sanitation in a plant. The count in a product will increase as a result of insanitary handling, contact with improperly cleaned equipment, and/or prolonged holding at room temperature. "Standard Plate Count"

**Salmonella** is a family of bacteria occurring in the intestinal tract of man, animals, birds, reptiles and insects. They are found wherever man and these creatures exist. There are more than 1,200 different members or types of Salmonella, one of which causes typhoid fever. However, all of these bacteria are capable of producing the disease salmonellosis.

## How Does Your Package Rate?

*A check-list from the Film Department of E. I. du Pont de Nemours & Company*

**YOUR** package should be (1) a container, and (2) a salesman.

**I**  
Your package must meet the needs of the manufacturer.

**Is product fully protected throughout distribution?** Is the "container" the right one for the product? Durable? Are returns reducing profits, irritating distributors and retailers? Can shelf life be extended?

**Is packaging done with maximum efficiency?** Is machine downtime at a minimum? Are you getting the most profitable speed, yield and overall performance? Can changeovers be made quickly, easily?

**Does the package reflect a "quality product?"** Do the packaging material, color, design, size and shape combine to give a feeling of prestige? Are product and brand name prominent?

**Does your package highlight competitive advantages?** Does it merchandise exclusive features? A special ingredient? Convenience? Versatility? Simplicity of operation? A new package? New product?

**Can packaging help expand your market?** New sizes, new items to meet population trends? Multiple units? Fractional packs? Institutional market? Vending units? Bundling? Holiday packages?

**Does your package do a complete selling job?** Does it have a visual tie-in with your other packages? With your advertising? Are all surfaces used to do an informative selling job? Does it stand out from competitive packages? **Does it help sell itself?**

**II**  
Your package must meet the needs of the retailer.

**Will your package display well?** Have the size, color, shape been considered for proper shelf display? Jumble display? Hang-up rack? Can it be displayed in more than one position?

**Is your package eye-catching?** Is the design uncluttered? The colors appealing and complimentary to the product? The type and lettering legible? The product visible?

**Does it look like good value?** Does the size put it in a popular, profitable price range? Would different sizes help sell more? Would inner packs increase sales?

**Does your package invite handling?** Does it stay clean? Fresh? Is it durable enough to withstand clerk and shopper handling? Discourage pilferage? Does it arrive in good condition?

**Is your package easy to price mark?** Are price marks facing clerks who shipping cartons are opened? Are they big? Will they take a "2 for . . ." mark and a date code? Can package be pre-priced?

**Does your package offer special selling opportunities?** Does it stimulate holiday or seasonal sales? Convert to regular stock easily? Would a multiple pack increase units of sale?

**Does it help the retailer sell at a profit?**

**III**  
Your package must meet the needs of the consumer.

**Does your package show or picture the product?** Sight sells. People like to see the product, either in its natural or ready-to-use state. Does the package also tell about special features, flavor quantities?

**Are product name, brand name easy to identify?** Does your package attract attention? Have a strong visual tie-in to your advertising? There are 1,100 brands of items in the store and 5,100 pers' vision is not always 20/20.

**Does your product have a quality look?** Is it neatly packaged? Inviting? Fresh and clean? In excellent condition? At home, can your package be used to save unused portions?

**Does your package satisfy consumer traits?** Are weight, grade, price clearly shown? Do you offer a choice of sizes for different family units? Have a variety of flavors? Styles? Different people like different things.

**Is your package easy to open, close, store?** Do you tell, show, help the consumer? Convenience is a big factor. Consumers don't want broken fingers, nails or trips to the tool chest. Will it be the home cabinet?

**Have you given complete directions suggested uses?** Are they illustrated? Easy to follow? How to cook, serve, store? Assemble? Do recipe measurements fit standard spoons, cups, etc.?

**Does it stimulate the consumer to buy?**

# ASEECO CONVEYING SYSTEMS

**ASEECO LIFTS**

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## BELT CONVEYORS

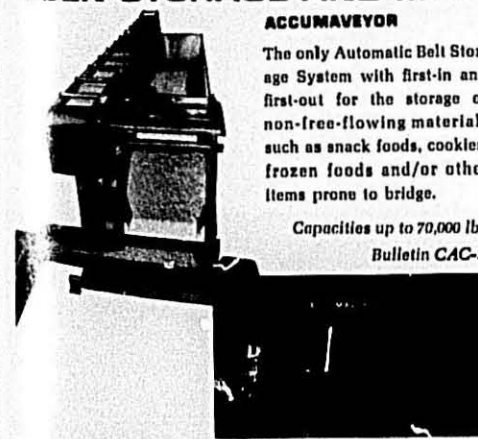
A complete line of sanitary, modern streamlined standardized belt conveyors applicable to most conveying applications. Custom special designs available. Write for Bulletin CC-20



## VIBRATING CONVEYORS

Ideal for conveying materials without degradation such as potato chips, cereals, snack foods, etc. Sanitary—self-cleaning troughs balanced designs, capacities up to 6500 cu. ft./hr. Processing designs available for screening, dewatering, cooling and drying while conveying. Write for Bulletin CVC-20

## BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS



### ACCUMVEYOR

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Capacities up to 70,000 lbs. Bulletin CAC-20



### MODULAR VIBRATOR DISTRIBUTION SYSTEM

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## PACKAGING SEMINAR

The seminar, which was held at the Macaroni Manufacturers Association, was held on April 15, 1970, at the New York Sheraton Hotel. The seminar was held on April 15, 1970, at the New York Sheraton Hotel. The seminar was held on April 15, 1970, at the New York Sheraton Hotel.



Equipment Experts (left to right): Gerard Ziffer, D. D. Steve Brodie, William Zusc, O. J. Tomei, Dave Strakelaitis, Evans Hiotakis, and Peter Pottetti.

### Your Package Is Your Product

This talk, with accompanying slides, was presented by G. David Murphy, Vice President, National Carton Sales, Diamond National Corporation

Some attendees took a field trip to the Packaging Department of the C. F. M. Co. in Jersey City, New Jersey, Friday afternoon. Here they saw a fully equipped macaroni factory that produces some 900,000 packages of pasta daily.

The C. F. M. Co. Corporation and C. F. M. Co. Corporation are both members of the National Macaroni Manufacturers Association.

M. J. Murphy, vice president, stayed over the weekend in New York City to attend the Packaging Show at the Sheraton Hotel.

MOST macaroni packages are made of cardboard. But some are made of plastic, some of metal, and some of other materials. The seminar was held on April 15, 1970, at the New York Sheraton Hotel.

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a final sales element, they are sold and effectively against a unit of product of purchase materials, print advertising, TV and radio commercials, promotions, profits and track sales and just about every conceivable gimmick the market can devise.

Packaging in general is good. But it is precisely because the lessons of good packaging have been learned so well by so many sellers that sellers are in trouble again. The principles that were developed a few years ago to get products to the market of opportunity which you want your package to have. These are changing.

There is still a danger that companies that have not changed their packaging. Some products are so strongly identified in the customer's mind with a specific package that change creates gets sales. Product and brand equities

are extremely difficult to develop. The seminar was held on April 15, 1970, at the New York Sheraton Hotel.

#### Two Kinds of Heroes

Product Designer Walter M. says that there are two kinds of heroes in packaging. One is the hero who produces an effective package and the other is the hero who produces a package that is not changing a customer's package.

Walter says that the hero who produces a package that is not changing a customer's package is the hero who produces a package that is not changing a customer's package.

Product Designer Walter M. says that there are two kinds of heroes in packaging. One is the hero who produces an effective package and the other is the hero who produces a package that is not changing a customer's package.

Continued on page 14



1 Round-table discussion leader Steve Brodie with glasses faces camera.  
2 Faust Falconi (left) sits in this group with Mrs. and Mr. Segimon Pedraglia of Boca Raton, Fla. in background.

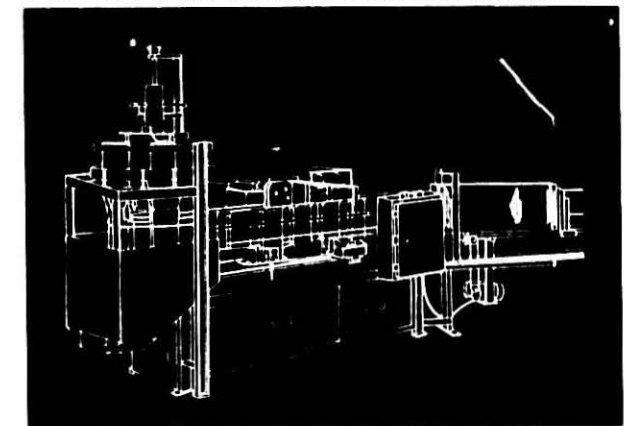


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## ROUND TABLE DISCUSSIONS

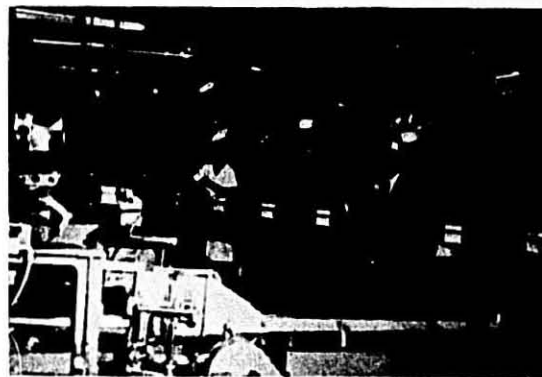


1. Discussion leaders Charles Rossotti (far left) and Peter Potetti (far right) make a point.

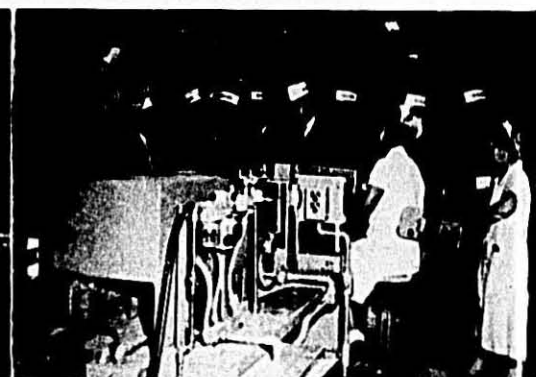


2. O. A. Russ Tomai (hands folded) holds forth, assisted by Rene Gaubert on his right.

## TRIP TO C. F. MUELLER COMPANY



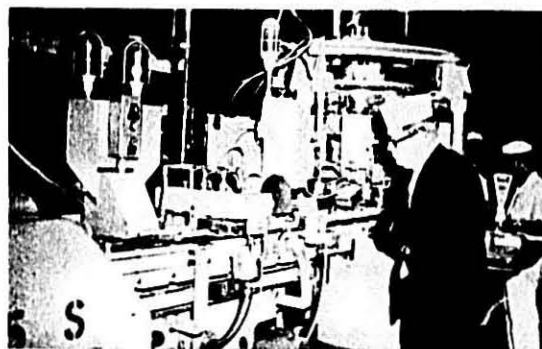
1. Visitors observe elbow macaroni being packaged on a Pneumatic Scale line.



2. Packaged macaroni is packed into shipping cases.

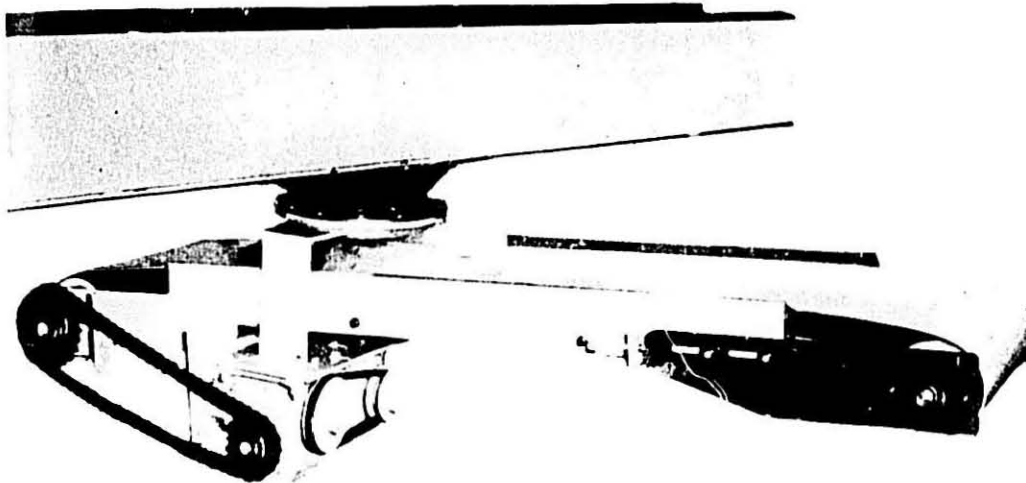
3. Mickey Skinner of Omaha watches a packaging operation.

4. Filling noodle packages on a Wright machine.



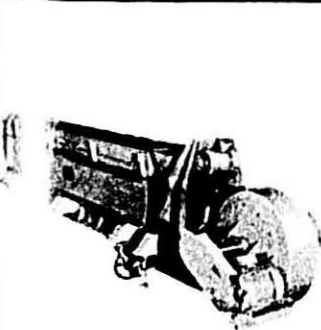
Do you have a **CONVEYING** problem?

**A MEYER BELT CONVEYOR**  
especially designed to meet YOUR specific requirements  
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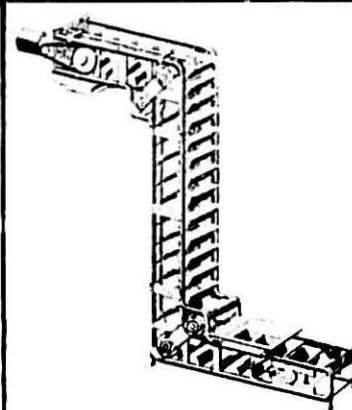


An example of the many special Belt Conveyors produced by our craftsmen is this Swivel type Conveyor, produced for the Macaroni and Noodle industry, for feeding short goods into four separate storage bins.

OTHER SPECIAL OR STANDARD MEYER UNITS PARTICULARLY SUITED TO YOUR OPERATION



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## Your Package Is Your Product—

(Continued from page 10)

be so concerned with its image, with your brand and corporate identification? Why get involved with the problems of trying to establish packaging objectives and implement them? Why not leave these problems to the creativity of an art department and take the chance that things will go well? Why? Because in the A & P Stores, in Food Fair, Safeway and in Bohack Stores, every brand of every company is struggling to gain the awareness and the understanding of the consumer. They are struggling against competition and against an increasing density of communications in the market. In that struggle, companies look desperately for visual and verbal methods of making themselves known. Making their product known. Making their brand known.

How many of you police your packages? How many of your companies have an annual or semi-annual packaging review for the purpose of maintaining an evaluation of current and future packaging requirements and changes? How many of you ask your suppliers, with creative packaging centers, for constructive ideas regarding your packaging? These types of review will help to insure that your company's packaging program keeps pace with the constantly more demanding aspects of marketing.

### Effect on Consumer

A primary concern in packaging should be: How does our package affect the person whom all our efforts are concentrated on—the consumer?

In its continuing studies of consumer buying habits, which originated in 1935, the duPont Corporation presents us with a picture of the supermarket shopper's purchasing behavior on typical shopping trips. Their survey covers 146 items in ten major product groups. This survey classifies purchases as follows:

**Specifically Planned.** Specific brand or item purchased as planned, such as San Giorgio spaghetti or La Rosa macaroni.

**Generally Planned.** A general classification such as a loaf of bread, some meat.

**Substitute.** A change from a specific or generally planned item.

**Unplanned Purchase.** An item bought which shopper did not have in mind upon entering the store. Unplanned purchases are often referred to as "impulse" purchases.

The survey reports that your products, that is, macaroni, noodles and spaghetti, are purchased as follows:



G. David Murphy

21.4% Specifically Planned  
17.4% Generally Planned  
2.1% Substitute  
59.1% Unplanned

Another way of saying this is that the purchase decision for your brand name product is made as follows:

21.4% Pre-Store Decision  
78.6% In-Store Decision

It has been said that the difference between impulse and non-impulse purchases, as it relates to food, is usually based on primary gastronomic needs. A shopper isn't suddenly attracted to a bag of flour because of an overpowering compulsion. To put it simply: The cabinet at home is out of flour—and the shopper directs herself to the shelves that hold flour. When a shopper is in your territory—in Pasta Land—your



Thomas F. Sanicola

package must project itself and attract attention. The shoppers' purchase is likely to be influenced by rapid thought-out judgments based on quality, past experience, price, habit—and also by appeal. Your package has the obligation to reach out and tantalize and entice her. Your package should have the capacity to delight the senses. What is your product shelf offering—a pound of dry, uncooked spaghetti, or the future promise of a taste-tempting, delicious, nutritious main course? Does your package carry out this assignment?

### Good Enough?

Now, you might say that your packages do have this type of appearance. Great! We have already granted that most packages are good. Are they good enough? (An example of what one company did to improve their packaging was shown on slides.) It's a continuous process. You may say that full-color vignettes add cost to your package. Well, are we thinking of packaging as an opportunity to reduce costs? How about thinking of packaging as an opportunity to generate profits? In the example shown on the slides, the captions already had vignettes on the back panel—they just changed the position of their appetite appeal from point of sale to point of sale at no additional cost. I have been told that Procter and Gamble has an interesting policy concerning packaging. The normal cost of packaging to properly contain and identify, say, a soap product, is applied to Manufacturing; any additional cost to add merchandising value to the package is applied to Marketing. If your production can't carry additional cost, think of charging improved packaging costs to the Advertising budget, because that's just where you make your final pitch. That's just what appealing packaging is—advertising—and right at the point of sale location where 78.6% of the buying decisions are made for macaroni products.

So, in conclusion, might we suggest in line with your theme for 1970: Use your noodle; your macaroni will make more cents if your packages appeal to more senses. Your package is your product!

### Pre-Priced Packaged Goods

By Thomas F. Sanicola,  
Faust Packaging Corporation

The day is coming rapidly when manufacturers must pre-price packaged goods for the retailers. This may have to be done by you when the boxes go through your packaging equipment.

(Continued on page 18)



Ideas, designs, plans, tests and everything written and discussed with our customers is held in strictest confidence, as it should be.

Confidentially — wouldn't you want your business affairs treated that way?



Over 65 years developing extrusion dies for creatively designed food products.

**D. MALDARI & Sons, Inc.**  
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America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family



**Pre-Priced Packaged Goods—**  
(Continued from page 14)

imprinted by your suppliers when they print your boxes for you. This will apply more specifically to those who pack private-brand lines.

I make this statement because it is a well-known fact that it is impossible to get competent help at the retail level at prevailing wages, thus causing untold mistakes in pricing of goods on the shelves and at check-out counters. You will note that pre-pricing of merchandise has already been adopted by other industries, such as bread and cake manufacturers, potato chip, ice cream, confectionery and so on, thus making it easier for everybody concerned.

**In New York City**

As you know, the city of New York is in the process of implementing a law that makes it mandatory to mark the price per standard unit (pound, quart, etc.) of certain commodities. As this is a costly procedure and would eventually be passed onto the consumer, temporarily this law may be circumvented or modified to permit retailers to post, in a conspicuous spot, a schedule for unit-price comparisons by the purchaser.

Looking ahead in the not-too-distant future, it may well be that check-out counters will no longer be manned by clerks but by numerical scanning devices. In such operations as this, item numbers would have to be deleted from top and bottom flaps and placed on other areas which would not be affected by such scanners.

With this thought in mind, I think it behooves the macaroni and noodle industry to set up a plan whereby a uniform area on carton flaps will be designated for unit-pricing information. By doing this now—as supplies are re-ordered—it should avoid costly artwork revisions in the future.

**Shrink Packaging and Laminations**

By Arthur M. Friedman,  
Advanced Systems  
Development Laboratory, E. I.  
du Pont de Nemours & Company

PACKAGES in the 70's are going to feature: the use of shrink films for pallet wrapping, carton replacement, and multipackaging; laminations for bags and heat-in-pouches. Are these familiar terms? Are you considering any of these new approaches in your packaging plans?

Are you challenging your suppliers with your current problems and con-



Arthur M. Friedman

cerns? Film breakage in window cartons? Bag breakage? Infestation? Reclosability? High speed sealing?

Let's look at both the new concepts offered and some existing problem areas.

**Shrink Packaging**

The use of heat shrinkable films is very common in the toy industry because the concept is versatile and the equipment is relatively inexpensive. How can macaroni producers use this approach? How about premiums; the bundling of two or more boxes together; tie-in-sales of cans of sauce with your product? Du Pont's "Clysar"® EH heat shrinkable polyethylene film is employed in the pictures you are now seeing.

Another form of shrink packaging is the use of our polyethylene films to bundle two or more boxes together or even replace a shipping carton and reduce your overall packaging cost while providing the supermarket with a very fast means of building displays.

How about shrink packaging your pellets—to reduce water damage, shifting during transportation and provide a means to automate this slow production step.

These are just a few of the very many shrink concepts that are NOW in use. Where do these approaches fit into your plans?

**Laminations**

The potato chip or snack industry is using a wide array of laminations to provide bags with: better appearance; more stiffness; reduced low temperature bag breakage; improved shelf life. Various thicknesses of "K"® cellophane and PP "Clysar"® polypropylene film

are used for these laminations in almost an infinite number of combinations tailored to your needs.

Heat-in-pouch or boil-in-bag concepts of prepared foods are growing steadily. Is your industry using this concept? Here, "Mylar"® polyester film is combined with polyethylene to provide the functional package.

**Today's Problems**

What about today's troubles? When was the last time a window in your cartons broke? Was it the right film? Should it have been "Mylar" instead of acetate or cellophane?

Are you changing the speed of your packaging equipment? Are currently available films satisfactory or should we go back to our test tubes to build films individually designed for your industry?

Are you looking for reclosability in your flexible bags?

What this all adds up to is you need to keep your suppliers on their toes and challenge us with today's problems and tomorrow's plans.

**Fill Requirements**

James J. Winston, Research Director of N.M.M.A., reminded participants at the Packaging Seminar of fill requirements for packaged macaroni products to insure compliance with the regulations.

In 1946, the FDA received a report of recommendations from the slack-fill committee of N.M.M.A. The following requirements were agreed upon:

Long Macaroni in cartons should show a fill of at least 75% or better;

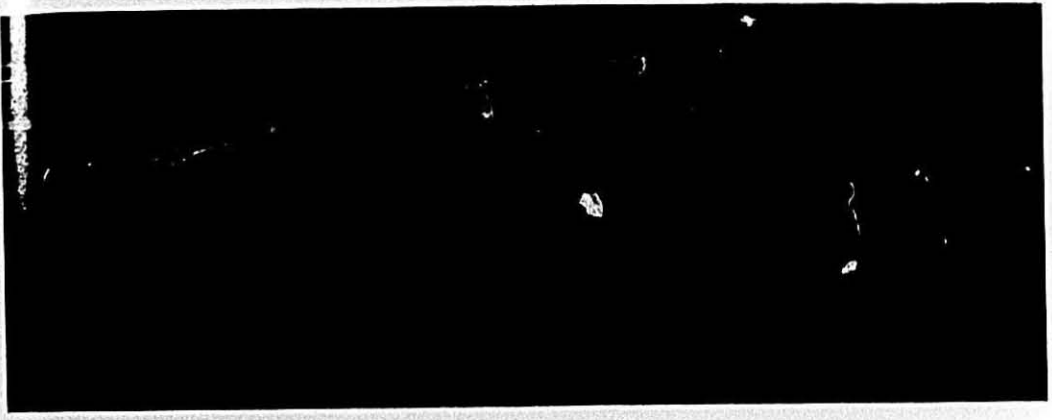
Long Spaghetti and Vermicelli should show a fill of at least 70% or better.




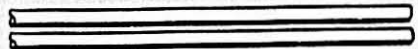



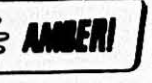
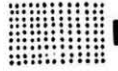








Elbow Macaroni and similar products such as short cut goods free flowing should show a fill of at least 80% or better.

The FDA stipulated in 1946 that the fill of containers should be materially in excess of the minimum figures, depending upon factory controls employing new engineering principles to obtain the maximum fill. All manufacturers should make an effort to survey their cartons for fill of container to make certain that their products are in compliance with these requirements.

**Burgoyne on Trading Stamps**

It was found that nine out of ten supermarket shoppers receive trading stamps with their purchase—2% of the shoppers who receive do not save trading stamps. Since 1955 the percentage of stamp savers has gone down only about 2%.



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE...SPECIFY   



**AMBER MILLING DIVISION**

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
Mills at Rush City, Minn. — General Offices: St. Paul, Minn. 55101  
Telephone: (612) 646-9433





### Buitoni Introduces New Products

Buitoni Foods Corporation has introduced a new family size frozen Lasagne, with meat sauce, to the American market. The new product retains the high quality flavor of old world Italian food with the convenience of serving a full family dinner from one package.

In making the announcement Marco Buitoni, president, said, "This new frozen dinner size is a result of our consumer research information. We found that housewives wanted the convenience of family dinner packaging without compromising the flavor. It is USDA approved and is a hearty blend of tender pasta with the famous Buitoni sauce and a combination of mozzarella and ricotta cheese and the only family size lasagna on the market with meat."

The new package is placed in a pre-heated oven of 425-450 degrees for 50 minutes. The lid is then removed and it is baked for an additional ten minutes and is ready for serving.

#### Meat Ravioli

A single package of 50 frozen meat ravioli, enough for an entire family meal, has been announced by the Buitoni Foods Corporation. This easy-to-prepare main dish complements the current line of fine Buitoni Italian Specialties.

The new Buitoni Meat Ravioli package offers three serving suggestions, Ravioli con Salsa, Ravioli al Forno and Ravioli Alfredo. Complete menus and instructions for preparation are included.

After the Ravioli is placed into pre-boiled water and salt, the water is brought to a boil again while stirring and then is cooked uncovered for 8-12 minutes and is ready to serve.

Buitoni Foods Corporation products include, Instant Pizza, cheese, ravioli, pasta, sauce and processed foods, manicotti and raviollette. Company head-

quarters are in South Hackensack, New Jersey.

### New Canning Plant In Modesto

Nalley's Fine Foods, Division of W. R. Grace and Company, has announced details on a multi-million dollar food processing operation in Modesto, California.

The plant will cover 89,000 sq. ft. of the 10 acre site located in the Beard Industrial District which is served by the Modesto and Empire Traction Company.

Among the canned products to be processed will be various sizes and varieties of chili, beef stew, meat balls, ravioli, spaghetti products, hash, canned salads, tamales and lasagne.

The heart of the plant will be the Hydroflex Sterilizer using the continuous operating principle. Other modern high-speed equipment will enable a capacity of 6,000,000 cases a year with a two-shift operation. The center will employ 200 on a year round basis with a payroll of approximately \$1½ million.

George Hutchings, Nalley president stated: "The market for Nalley's products are growing in California. This center will accelerate that growth. Combined with the availability of raw materials, a potential labor force skilled in processing, accessible rail and truck transportation and good utility and waste disposal facilities, we are confident that our new association with Modesto will help us grow."

Construction will start immediately with the McKinley Company as contractors. The firm is affiliated with A. Epstein and Sons who handled the engineering and architectural services. Production is scheduled for late in 1970.

### Sage Saying

Our political and economic well being depend to an ever increasing degree on science, technology, and administrative techniques.

Richard Pipes



### A Time for Contemplation

THE 66th Annual Meeting of the National Macaroni Manufacturers Association July 19-23 at Whiteface Inn on Lake Placid, New York, will be a time for contemplation.

The industry is enjoying the greatest demand for its products since World War II. High food prices have made macaroni products more popular as their value is recognized. The product promotion theme of the Seventies is timely: "Macaroni Makes Sense/Cents."

But along with the high rate of output come problems of inflation, rising costs and profit squeezes, a mounting of consumerism movement, increased interest and activity in the nutritional aspects of food, and in many other areas of concern to macaroni manufacturers.

The Convention Committee is working on an interesting program which will be held at an interesting place.

#### In the Adirondacks

Lake Placid is in the Adirondack Mountains of Western New York State, almost equidistant from Buffalo as from New York City. Actually, it is closer to Montreal, about a hundred miles away. If forty to fifty people are interested in chartering a bus from the Montreal Airport to Whiteface Inn on Sunday, July 19 and return on Thursday afternoon, July 23, the cost would be about \$8 per person for the round trip.

#### Fine Accommodations

Whiteface Inn offers fine accommodations in the Main Building or in more than 46 lodges with picture window views of the lake and mountains. An 18-hole, 6,777-yard par champions hip course has the starting green a hundred yards from the Inn. There is an 18-hole putting green on the hotel lawn.

Additional facilities include two tennis courts, shuffleboard, four Brunswick bowling alleys, a heated outdoor Olympic swimming pool.

Lake Placid is directly in front of the Inn. Fishing licenses should be arranged in advance. Boats are available. Craft is available for charter, and there are three stables nearby. So there is plenty to do for everyone, and there will be time for contemplation.

### New Member

Supreme Dairy Products on Route 30, Imperial, Pennsylvania has recently become an associate member of N.M.M.A. Located near Pittsburgh, the company supplies noodle makers in Ohio and Pennsylvania. Lester F. Ludwig is president.

# 66th ANNUAL MEETING

National Macaroni Manufacturers Association  
July 19-23, Whiteface Inn, Lake Placid, N.Y.



Sunday evening, July 19 — Welcoming Reception

#### July 20 —

State of the Industry  
Consumerism  
Educating Consumers  
Boat Trip on Lake Placid  
Italian Dinner Party

#### July 21 —

Improving Our Nutritional Image  
Institutional Markets  
Grocers' Panel  
Golf Tournament

#### July 22 —

Curbing Rising Costs  
Traffic Considerations  
Business Travel Expenses  
Resolutions and  
Association Business  
Banquet in the evening

#### July 23 —

Board of Directors meet  
Afternoon check-out or plan to spend  
the week-end if you have reservations.

Registration \$30 per member; \$45 for non-members; \$10 ladies and children.

For room information and registration forms write:

NATIONAL MACARONI MANUFACTURERS ASSOCIATION  
P.O. Box 336, Palatine, Illinois 60067



### Late Spring

After a dry fall, a dry and open winter, both surface and subsoil moisture reserves were pretty well depleted when spring arrived to durum country, states the Peavey crop letter.

At about the same time that field work should have started, it commenced to rain and snow with the result that surface moisture is now adequate to plentiful in all areas, and subsoil moisture conditions are also much improved. The weather was cold and wet until the last of April. Only a small amount of seeding west of the Continental Divide in Montana and in western South Dakota was done.

The North Dakota Agricultural Report indicated that field work would commence around May 1 in the earliest locations and later in other sections, depending on how fast the snow cover melted. This would put seeding two to three weeks later than normal. With the favorable moisture situation, farmers needed warm, dry weather to get the seed into the ground.

Durum wheat plantings are expected to total 2,398,000 acres, 30% less than 1969 and 35% below 1968.

### Mill Grind

The durum mill grind had a heavy first quarter with macaroni business at retail very brisk. It was a surprise to many that the usual abrupt drop in business did not occur immediately after Lent. It came a couple of weeks later.

Southwestern Miller explained: "Widespread opinion was that pipelines had been filled more than usual during Lent because of concern over rail and truck strikes, also resulting from doubling up on shipping directions during late spring storms. The fall-off was not a reflection of a major decrease in product movement. Truck strikes were cause for concern at some durum plants because of difficulties encountered in moving mill feed. Some macaroni manufacturers found out-of-city shipments curtailed sharply which resulted in decreased production.

### Durum Exports Lag

Durum exports for the first nine months of the crop year 1969-70 totaled 26,776,000 bushels compared to the previous year's 32,743,000 and 1967-68 total of 21,412,000.

Hard red spring wheat exports were up to 63,677,000 bushels from last year's 54,985,000 and 1967-68 total of 51,637,000.

### ASCS Buys Wheat-Soy Macaroni

On April 15 the Minneapolis Commodity office of Agricultural Stabilization & Conservation Service bought 4,280,640 pounds of enriched wheat and soy macaroni for the needy people program. Awards went to V. La Rosa & Sons, Buitoni Foods Corporation, D'Amico Macaroni Company and Viviano Macaroni Company. Price range was \$13.73 to \$14.77 per cwt., for shipment to various locations.

It was announced that purchases of 1,646,192 pounds of product would be made May 4 for June shipment.

### ASCS to Test Corn-Soy-Wheat-Macaroni

The Food and Drug Administration has granted a temporary permit to the Agricultural Research Service to cover interstate marketing tests of "enriched yellow corn-soy-wheat macaroni" in its direct food distribution program. The permit is necessary because the product is not covered by the standards of identity for macaroni and noodles.

According to the F.D.A., the product will contain yellow corn flour in a quantity not less than 59%, soy flour in a quantity not less than 30% and semolina in a quantity not less than 10% by weight of the farinaceous ingredients. The product will contain the regular enrichment formula as well as 35 milligrams of iron (Fe) in each lb and 2,111 milligrams of calcium (Ca) in each lb.

The label will declare by common name the ingredients used as well as the percentage of minimum daily requirements for the vitamins and minerals supplied by the product when consumed in a specific quantity.

### Third Product Tested

This is the third new macaroni product to be tested in the direct food distribution program. Offers are being submitted to "Agricultural Stabilization and Conservation Service for purchases for domestic donation of 52,765 cwt of wheat-soy and milk macaroni. These products were included in the domestic donation program after marketing tests by A.R.S. and the Food and Nutrition Service confirmed their popularity among relief recipients.

### IM Boosts Sales and Earnings

International Multifoods (formerly International Milling) reported increases in earnings and sales for the year ending Feb. 28.

Consolidated net earnings were \$6,557,780 or \$2.24 per share, an increase of 29 percent. For the same 12 months a year ago, IM's earnings were \$5,066,338 or \$1.74 per share. Sales for the year were \$382,237,952, an increase of 5 percent from \$357,232,723 the year before.

For the fourth quarter, earnings were \$1,816,839 or \$.62 per share as opposed to \$1,561,411 or \$.53 per share for the same quarter last year. Fourth quarter sales were \$102,584,701, compared to \$91,074,025 for the same period a year ago.

Included in the past year's financial results, on a pooling of interests basis, is King Foods, Inc., acquired in December, 1969. Results for the year ending Feb. 28, 1969 have been restated accordingly. King Foods produces frozen, portion-controlled meat products. Its acquisition increased the published annual sales figure for that year by \$18,270,500 and earnings by \$252,219. Previously published earnings per share for that year were \$1.82.

### President Phillips Explains

According to William G. Phillips, IM president, the current earnings increase was primarily the result of improved margins in its industrial foods division; higher egg prices in the U.S.; improved Canadian operations, partly due to recovery from two major strikes a year ago; and several acquisitions, among them King Foods, Alver Popcorn Co. and the Saginaw Feed Company. Sveden House International, a chain of smorgasbord franchised and company-owned restaurants, was acquired after the close of the fiscal year.

During the year, IM closed a flour mill at Calgary, Alta. and a formula feed plant at Des Moines, Ia. and sold its turkey processing plant at Butterfield, Minn. In line with its policy of reducing less profitable segments in the company, Phillips said.

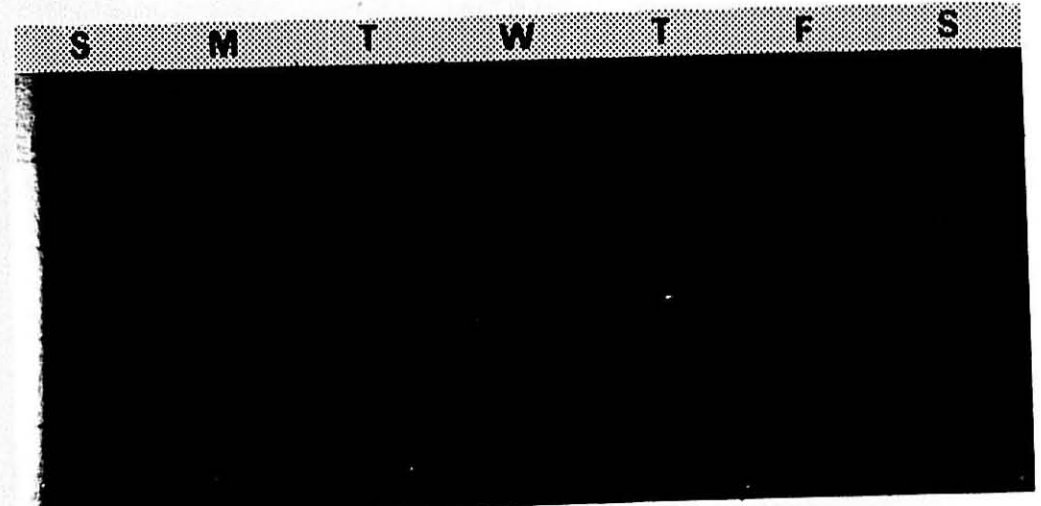
### International Multifoods Moves into Restaurant Field

International Multifoods Corp. has completed acquisition of Sveden House International, Inc., a chain of 46 smorgasbord-style restaurants headquartered in Minneapolis, it was announced by William G. Phillips, IM president.

A later announcement concerned the acquisition of Mister Donut of America, Inc., a chain of franchised donut and coffee shops headquartered in Boston, Mass. Mister Donut operates approximately 275 units in the U.S. and Canada with about 50 expected to open this year.



JUNE

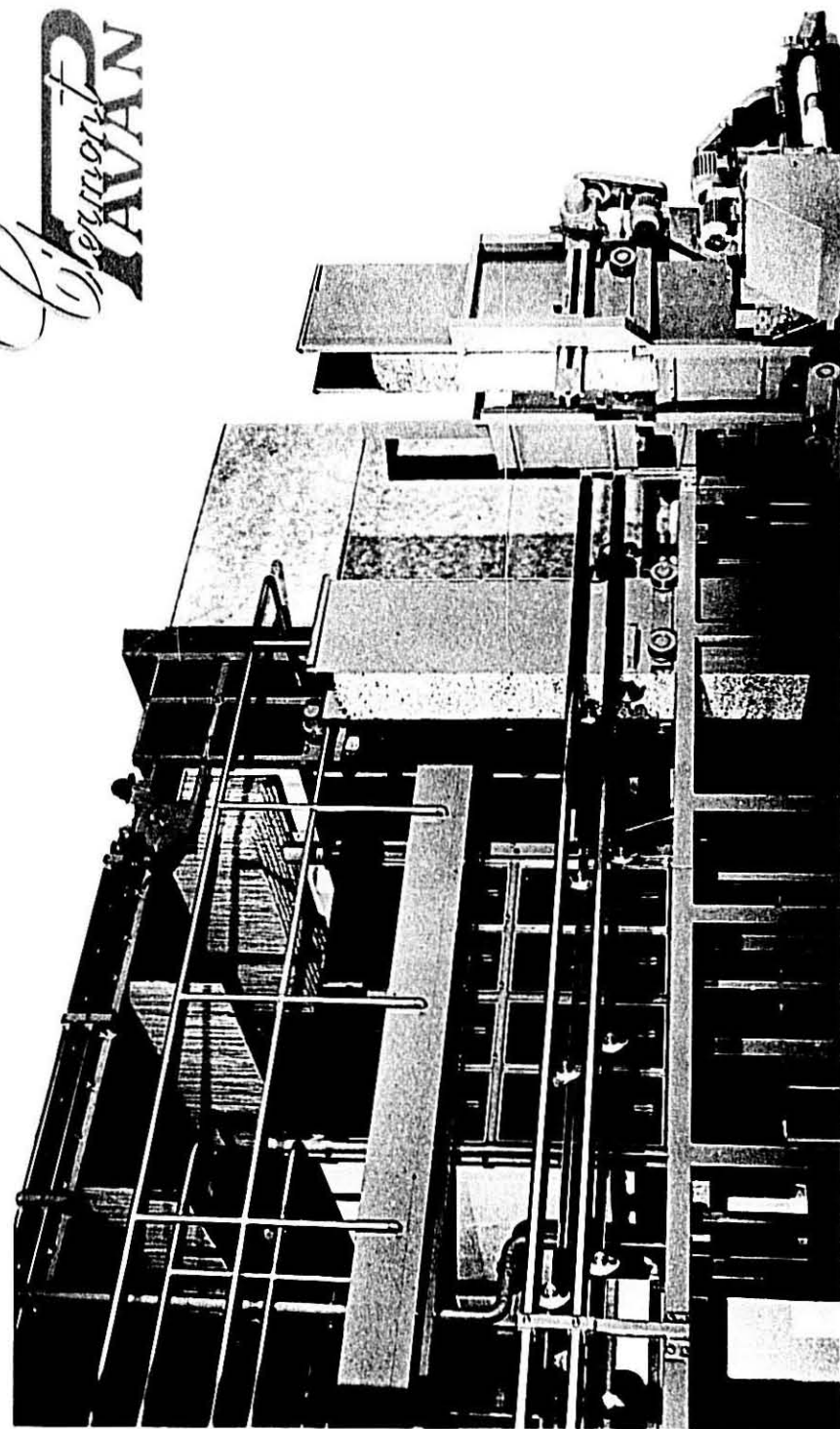


Mr. Jones,

remember to call **Clermont TAVAN** for the new long foods set-up.



*Leonor*  
**AVAN**



SAWN LONG GOODS AUTOMATED NIGHT SHIFTS STORAGE SYSTEM - DETAIL

**US Buys Scrambled**

US buyers scrambled to buy... (text continues)

**Flock Is Up**

Flock is up... (text continues)

**In on Whole Egg Powder**

In on whole egg powder... (text continues)

**Watch Those Cars**

Watch those cars... (text continues)

**Protein Story**

Protein story... (text continues)

**A D M Earnings Up**

A D M earnings up... (text continues)

**Italian Firm to Export Food Line**

Italian firm to export food line... (text continues)

**Kraft's Pcc-Wee Pizza**

Kraft's Pcc-Wee pizza... (text continues)



## Packaging in the Macaroni Industry Today

by Charles C. Rossotti, President  
Rossotti Lithograph Corporation, North Bergen, New Jersey

Packaging, broadly speaking, is divided into two major classifications: the graphic aspects and the functional aspects. The graphic aspects relate to design, colors, style to a certain extent, brand and trademark identity, consumer information and other aspects of sales promotion and merchandising. The functional aspects relate to the construction and also the styling, quality of materials and such aspects that relate to the proper packing and filling on the most efficient basis. The quality and type of material used relates to what is needed to attain the desired production on a macaroni packaging line and then to reach the consumer in a good, safe manner for the retainment of the various quality and special aspects of a particular product packaged.

Regarding the graphic aspects of the package, they can be judged as to how much of a selling tool they represent. A top management's approach to proper package design is the extent to which it can become a point of sale promotion and a salesman in self-service markets where such packages are displayed for retail and consumer distribution and create impulse buying. The criteria concept in package planning involves many factors. Corporate decision-makers should be aware of how much the package can contribute to the success of a food product in the market place. They should understand that good criteria can save thousands of dollars in packaging development costs. Errors in criteria may spell the death of a product and such criteria should be examined as to how and by whom it is formulated.

### Poor Packaging—Poor Sales

There are many case histories where poor packaging has been the cause of a product not attaining consumer acceptance whereas the same product, with package revamping, attained the



Charles C. Rossotti

desired results in distribution and consumer acceptance.

Vital, limiting consideration that must be on practically every checklist are . . . printability, materials, closures, dispensing, re-use, disposability, storage factors, handling factors, etc.

Economic factors must be considered as no package, no matter how desirable, can become a reality if the cost will make the product unprofitable.

In the macaroni industry, these packaging criteria can be analyzed by the size and scope of the manufacturers, their geographical locations and, to some extent, the traditional types of packaging in various marketing areas. In the East and up to perhaps Pittsburgh, Cleveland and Louisville, Kentucky, there is a concentration of the larger manufacturers in the macaroni industry. As larger manufacturers, their packaging criteria relate to the extent of their advertising and the brand and

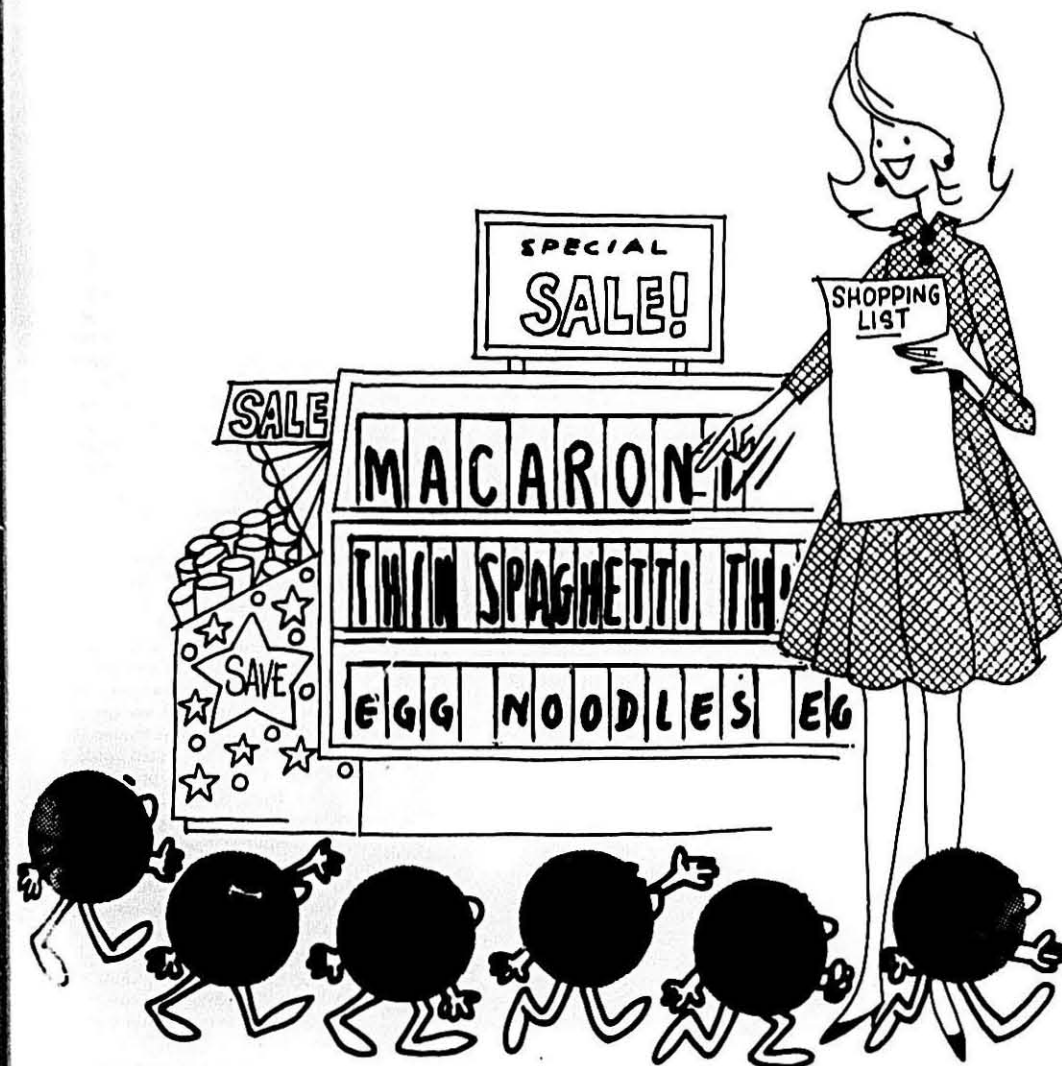
trademark franchises they have been attempting to implement on consumers in their area of distribution. Their criteria also relate to larger volume production and the manner in which they can attain larger volume, high speed low cost packaging production of these products and yet retain maximum brand and trademark identity. In this respect, these larger manufacturers have been using paperboard carton packaging. This is because packaging machinery manufacturers have developed high speed packaging equipment for low cost efficiency of filling. The quality of the packaging materials has been reflected in maximum production on the packaging line with maximum protection of the products themselves.

### Different Areas—Different Packages

In the Midwest and in past years there have been larger, medium sized and smaller macaroni manufacturers. The larger manufacturers still use paperboard or carton packaging and the medium sized or smaller manufacturers use flexible or film packaging. In this mixed Midwest market, even some of the larger manufacturers divide their lines of products between carton packaging and flexible packaging.

In the South and the West Coast, generally speaking, in the past, there has been a concentration of the small or medium sized macaroni manufacturers. These manufacturers, traditionally have used and are still using flexible or film packaging. However, as some manufacturers increase their lines, especially on certain products, they use cardboard packaging. Manufacturers from other areas of the country do ship and distribute into these markets in cardboard cartons.

(Continued from page 24)



## Macaroni Makes Sense / Cents

Macaroni makes sense for the consumer to balance her food budget.  
Macaroni makes cents for the grocer in building related item sales.  
The Institute makes sense for macaroni manufacturers by building a bigger market for macaroni. Send your pennies in each month.

NATIONAL MACARONI INSTITUTE

P. O. Box 336, Palatine, Illinois 60067



## Macaroni Packaging Today—

(Continued from page 24)

### Noodle Packaging

Of course the macaroni industry is different than other food industries and there are always exceptions. Up to this point I am referring to the packaging of dry macaroni and spaghetti or macaroni products in the long and short varieties. Egg noodles for some reason or other, whether it be traditional or otherwise, are largely packed in flexible film packaging. There are some larger manufacturers in the eastern section of the United States who still feel they can do a good merchandising job packaging egg noodles in paperboard cartons. Because of the shape and style of egg noodles, they did not lend themselves in the past to high speed weighing and filling operations. Therefore, up to the past ten years or so, most egg noodle packaging was done semi-automatically or even by hand. Now packaging machinery manufacturers have developed some high speed packaging machinery and equipment to weigh and fill egg noodle packages as well as long and short cut dry macaroni products on a reasonable volume basis in flexible packages.

Macaroni manufacturers and other manufacturers allied to the macaroni industry who market a combination of several items in one package, such as macaroni and spaghetti dinners and other related items, in practically every instance, use paperboard cartons. In this classification, the functional or practical applications of good packaging materials, prevail. It seems difficult or awkward to wrap combinations of items in flexible or film packaging.

### Information for Consumer

Other important criteria which must be considered on almost any food package are the aspects of "on-the-package" copy and other promotions. Other criteria involve maximum information for consumers. Such information relates to the nutritional aspects or values of the product packaged as well as the maximum ways and means of cooking or using the products packaged. This means maximum legibility of text and copy for recipes and ways and means of using and serving products packaged to the maximum extent possible.

My wife, Betty, who most of you know, constantly complains to me that the recipe text and cooking directions are either not clear or not practical for interpretation. Therefore, it should be the responsibility of the manufacturer to be as accurate

and clear as they possibly can in giving consumers such information.

In our company we have long felt that macaroni and egg noodle manufacturers should take maximum advantage of the fine educational and promotional material that the National Macaroni Institute and the Durum Wheat Institute puts out. If such educational and promotional material were parlayed on manufacturers' packages, you can imagine the impact on the consuming public of millions and millions of messages constantly going to them regarding the fine nutritional advantages of using macaroni and egg noodle products and the many tasty ways of serving them. The low cost of macaroni and egg noodles, broadly speaking, in comparison with other foods, should not be overlooked. This important advantage of macaroni and egg noodle products should be taken full advantage of right on the manufacturers' packages.

### Change Is Essential

Another important aspect which should not be overlooked by manufacturers is the aspect of developing new ideas. There are many ideas being developed. However, these ideas do not always get to the testing stage or implemented into the production and distribution flow. In our society today, change is essential to progress. We should not be hesitant to seek change if proper and sound planning is put into a project and the results of the planning draw logical conclusions. Working with and utilizing the ability and expertise of your packaging suppliers can do much to facilitate planning within your own organization.

In conclusion, while I have dealt with the large, broad and general aspects of packaging, I must point out that each manufacturer must analyze the type of packaging best suited for his market, for the size and scope of his activities, in relation to the general criteria of all good packaging in the food industries.

### Economics of Machinery vs. Cancelled Pay Checks

by D. D. Steve Brodie,  
Aseeco Corporation.

In the past decade, we have seen press production rates increase up to three times with every indication that this figure will more than double in the next decade.

This increased production at the press and dryer level does not require any addition to the labor force. The present press operator that now handles several 1,000 lbs. per hour presses can supervise the same number of 3,000 lbs. per

hour presses. However, in the average plant with a substantial increase in production, there is an immediate need for re-evaluation of the means of handling and storing of product between production and packaging. Pre-planned storage will not add to labor costs.

Comparison is between a one time investment in an automated storage system and added packaging equipment as opposed to a 24 hour packaging operation with the required added personnel and the ever continuing payroll.

Aseeco has specialized on storage systems and has many times been called on to design systems surrounding specific storage and handling problems. These requests followed one of two paths: (a) a new plant with layout and design taking into consideration a ten year expansion program, or (b) how to handle double or triple production in an existing plant, without any increase in the labor load.

As an example: a large plant with a production of 20,000 lbs. per hour of short cuts and 4,000 lbs. per hour of noodles going to ten packaging lines wishes to completely automate. This required that the short cut production of ten varieties be programmed into intermediate storage and on pre-selection, be delivered to any packaging line. This to be a fully automated 'push button system.' The noodle production to be routed from three dryers to Accumaveyors and to packaging. This specific plant required 8 hour storage as they operate packaging 16 hours. The layout and design of this system actually reduced labor costs, while production was doubled.

In another plant, proper layout of a storage system—within existing floor space—provided a fully automatic control, added to capacity and cut handling costs.

The advantages do not stop with labor savings. Other things that can not be pinpointed to exact dollars but are all important to an economical efficient operation are:

1. Produce degradation due to breathing is reduced to a minimum.
2. Condensing storage by using the open air above the floor, thus a saving in valuable floor space.
3. Ever continuing quality control. Always first-in, first out, product never getting 'lost' in a maze of tote boxes or bins.
4. Human errors are eliminated.

Production machinery has advanced in design and packaging machinery has kept in step and the circle is completed when incorporating a sophisticated advance designed storage system.

# ADM Milling Co.



## Hoefliger + Karg Equipment

by Gerard Ziffer, Amaco, Inc.

I would like to thank you for inviting the packaging machinery manufacturers to a seminar on one of the most important aspects of your business, namely, the final step in your manufacturing program.

Over eight years have elapsed since a similar program was presented and much has happened in the intervening years. Inflation, unionization and external demands have strained the economy of your products to a point where the relationship between profit and cost has become a very sensitive subject. I am sure that at each meeting of the National Macaroni Manufacturers Association one of the main topics is the ever increasing cost and the pressures to remain competitive, not only within your own field, but among the many other items that vie for the supermarket shelf space.

I have no ready solution, nor is this discussion to be one dealing directly with profit, however, packaging equipment and the cost of labor expended upon the manufacture of your product are closely related. Our Secretary, Bob Green, told me that I should talk about "Packaging." I think what he intended was for us to acquaint you with the equipment that is currently available. This can be summed up under various headings. Let me start with the backbone of the industry and also one which—from a packaging point of view is the most troublesome—namely, long goods.

### Electronic Scales

You are all familiar that a variety of scales have been developed during the past ten years to alleviate the burdensome manual weighing of long cut spaghetti, spaghetti, vermicelli, bucatini, linguine, etc. The first of these scales was basically a refinement of the electrically damped mechanical beam type. This scale represented a very important step, but it was also a very small one. The scales were slow and, at the best, only 15 to 18 weighings per scale per minute could be achieved. The number that was required to achieve any sort of speed on a cartoning line made the handling of the product difficult and cumbersome. Then, some six years ago, came the electronic scale. Due to its much different technical concept, almost unlimited weighing cycles per minute were talked about and, from an academic or theoretical point of view, were possible. In an effort to make this very great advance as staggering as possible, manufacturers aimed at the highest possible output. This was some-

where between 60 to 80 per minute, per scale.

### Pioneer

Hoefliger + Karg, who were in the forefront of this development, came out with a scale known as the SWLT 60. It had everything that H + K claimed for it, and its many satisfied users can attest for its accuracy and speed. But, in a way, we found that this scale was in fact—too good. It had many technical features which were not altogether necessary. Another point was the amount of spaghetti consumed by the scale. Sixty to eighty pounds of spaghetti, per scale per minute really strain the logistic capability of an automatic feeding system. To simplify and increase still further the efficiency factor of such a completely automatic feeding system this past year has seen the birth of a second generation of modern scales. The new model, known as the SWLT 50, is a very much simpler unit with the same accuracy but with an output of 50 weighings per minute. The scale is much more compact, uses less expensive electronic gear and, as a result, is also only half the price of the previous model. As far as space is concerned, two of these scales take up the room of the older model, cost no more, yet combined have a 25% higher output.

### Second Generation

The development of the new second generation electronic scale has also gone hand in glove with the redesign of our weighing, bag forming, filling and sealing unit for long spaghetti. This unit, previously known as the Model SPM IV has now become our Type SPM 50. Since a large part of the country favors a long cut spaghetti packaged in film, our latest unit, fitted with the new SWLT 50 scale, can now give an almost 60% higher output, yet again is more compact than its predecessor. The new SPM 50 weighing, bag making, filling and sealing machine will produce approximately 45 one pound packages in polyethylene or cellophane per minute.

Before leaving the long cut field—a word about the latest developments which may be totally new to you. There has been a considerable trend in the past two years towards larger packages. Spaghetti manufacturers normally welcome such a trend and we have been able to develop machinery for it. The latest scale just described will weigh up to 3 pound quantities and our cartoning machines have no difficulty in handling the increased size. There has, however, been one other significant step—and that has been in the even larger quantities for domestic use.

Like the 5 and 10 pound bag of sugar and flour, European macaroni manufacturers have promoted and successfully sold the same quantities in long cut spaghetti. In an effort to keep the per package price down and to stimulate this market, the larger weights are sold in polyethylene bags. H + K have developed a vertical machine for long cut spaghetti which will not only weigh and make the bag, but the bag is formed with its own carrying handle. Here is a sample of the package.

In an effort to cope not only with present requirement but also with an eye for a whole variety of new films which are just on the horizon, our film bag making machines have been redesigned and their output increased by as much as 50 percent. For instance, in the matter of the use of polyethylene, our latest sealers and cutters make it possible to increase the speed of a single tube vertical machine from 30 to 45 one pound bags per minute. This also applies to the whole range of noodle products packaged in bags.

### Blister Packaging

Now, very briefly, about a novelty. If you are proud of your product, why not show it? It is now possible to produce a deep drawn blister package on the latest H + K FORMATIC machine, automatically fill it with long cut spaghetti and then seal it with a preprinted closure. Such a package could hold half a pound, one pound or two pounds of the usual product now sold either in cartons or in film bags. Its advantage is that, when used by the housewife, the rigid shape can be used for storage of the uncooked spaghetti.

As you can see, Hoefliger + Karg can offer the macaroni industry a complete service right from the drier and saw to the finished package. New equipment may be developed in the years ahead, but only if we—and our fellow packaging machinery manufacturers—have your support. The development of new equipment has become an ever increasingly expensive proposition. If the need for it is established we are prepared to take the calculated risk. We therefore hope that the macaroni industry will take advantage of all the help which is available to them and that it will enter a new and intensified period of growth and prosperity.

### Profit

Profit isn't a dirty word—in fact, it's the goal of any successful sales operation. Profit hinges on sales and sales hinges on promoting the product.

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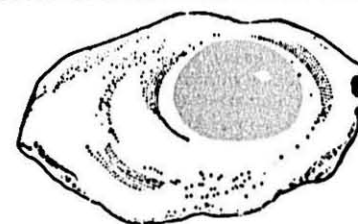
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## Wright and Clybourn Equipment

By Oreste A. Tomei, Clayton-Tomei & Associates.

### Vertical Form and Fill Machinery

Our major effort has been in the noodle industry which as you know is the most difficult product to package. We, of course, do run short cut, elbow, shells, etc. quite easily.

The noodles normally come in medium broad, fine, extra fine and Kluski and are cut in a variety of lengths. We have had considerable success with noodles cut to 4 1/4".

Briefly, our machine uses a picker hopper, elevating conveyor, a shorting feed to feed three scales, double vibrator feed pans, electric eye feed control, Electroflex scales, a swirl discharge system, no forming tube, bag shakers, and either poly or cellophane sealing equipment.

### Electro-Mechanical Scale

I would like to point out the type of scale we presently are employing. This unit is unique in that it is electro-mechanical. Its detection system is a simple outer parallelogram connected to an inner unequal arm balance beam. This combination provides a system that is fast, rugged, sensitive and immune to vibration and temperature yet is simple in operation and easy to adjust.

The flexure points are immune to dust, friction or wear, and requires little or no maintenance. The scale damper is adjustable and easily removed for cleaning or inspection without disturbing the setting or alignment. The prime weight detector is simply a set of enclosed relay-type contact points. These points operate a solid state relay requiring practically no current. The contacts are relieved of electrical load and therefore have indefinite life.

In effect, the speed and accuracy of the electronic weight detection system is combined with the stability, ruggedness, and simplicity of a balance beam scale.

We have been able to achieve an accuracy on a 4 1/4" cut of

68% ± 1 Sigma  
98% ± 2 Sigma  
99.8% ± 3 Sigma

(One Sigma will vary from .03 to .07 ounces depending on the product and the speed of fill.)

The forming section will run at approximately the following speeds in polyethylene:

16 Oz. 27 to 30 per minute  
12 Oz. 33 to 35 per minute  
8 Oz. 39 to 42 per minute

Our machine is low in height, 50" to top of forming tube, and occupies approximately 8 square feet.

Because of the fact that we have no forming tube, we are able to shake the bag quite effectively to get the product into it minimizing the number of cripples that occur when noodles get caught in the jaws of the sealing mechanism. We usually employ the impulse sealing system with a cut off knife spaced in the middle of the jaws.

### Cartoners

You are all, I am sure, familiar with the standard Clybourn vertical cartoners with volumetric cup fillers that are in most of the macaroni plants in this country. Most of these run on standard products such as elbow macaroni, alphabets, small and medium shells, etc., at a variety of speeds up to a maximum of 200 per minute.

The products that are run on scales at the present time run at speeds up to 90 per minute. Most horizontal cartoners for long goods fed with spaghetti type scales run at speeds of perhaps 10 to 12 weighs per minute per head on roughly an eight to sixteen ounce weight. The cartoner can run faster depending on the scale ability.

The latest effort we have made is a combination of this Clybourn machine with a 12-head rotary net weigher composing of 12 electroflex scales described above. This is built into the Clybourn machine in such a manner that the scales move and rotate with the filling pockets. This gives us the flexibility of the volumetric machine with a high degree of accuracy and automatic check weighing of this high speed net weigh scales. With this unit, speeds of 150 per minute net weighed packages are possible on most of the short cut items. Noodles can also be handled.

This rotary net weigher, that rotates and weighs, is unique in that it is fed from the center by an automatic feed control that slows down and speeds up as the product is used depending on demand. Each head automatically has its vibrators that feed into the weighing section. The product is net weighed in the weighing hopper before discharge into the carton. A memory system registers whether the product is up to weight, under weight, and will reject an underweight carton down stream. It also automatically adjusts each head if they become out of weigh.

As you can see, this type of equipment will eliminate the need for automatic check weighing of the product after filling and insure accurate and close tolerance in weights.

Automatic In-line Checkweighing is getting more important due to Federal Weight Laws. One of the latest machines in check weighing is a solid state, transistorized unit with good mechanical handling, simplicity of adjustment, usually with carrier chain through the weighing section. It is built so it can be hosed down at the end of a day's run.

There are a variety of rejects, air jets, air cylinder, bopper rejects, line dividers, etc.

It is possible to automatically check weigh off your cartoning equipment and feed back this information to the volumetric filler for automatic adjustment.

The question that often comes up is what is the accuracy of the check weigher? I would like to explain this to some extent. This accuracy is a function of the gray area, as we call it, or the area of indecision of an electronic mechanical weighing system. It varies usually from ± 1/4 to ± 2 1/4 grams depending on the speed and weight. Exactly what this is explained somewhat as follows. Essentially, a package weight is obtained according to the lower established weight limit. This package is passed over the check weigher 20 times and should be rejected 19 times. Then small increments of weight are added until the package is accepted 20 out of 20 times. Between these points is the area of indecision or gray area that package at that weight and speed on a short term basis.

In the selection of a check weigher it is important that you get a machine that will not drift. You should test the check weigher selected at one half hour intervals for a day to determine whether or not the machine is holding its settings. Some equipment that was tested on this basis was found to have drifted either in the underweight or the overweight direction by a considerable amount. This is usually due to the type of detection system, the type of scale and its circuitry. The gray area of the overweight zone should be checked in the same manner.

Therefore, when you are setting up to check out your check weigher, be sure to use four weights; one for the 100% reject point on the underweight side, one for the 100% accept on the underweight side, one for the 100% accept on the overweight side, and one for the 100% reject on the overweight side. These check weighers can be set to run up to 425 packages per minute and can be reset for different sizes in a matter of five minutes. The machines are now made more or less "idiot-proof" with simple solid state construction

and plug-ins. No tools or electronic experience is required to adjust or run.

Case checkweighing is becoming more prevalent in industry today. The basic need is to detect a missing package or a gross underfill in a line probably where automatic packers are used. The accuracy of this weigher because it is weighing large weights, is usually limited to ± 1/4 to ± 3/4 ounces.

We do not recommend that it be used for replacing in-line checkweighers since the accuracy is just not there. The units are simple and rugged and can be designed to ring a bell, a siren or stop the line to indicate an underweight case.

### Case Packers

The latest machines available for the industry is an all stainless steel case packer that is fully automatic. It opens up the case, accumulates the load from your cartoning-packing line, loads the case, glues the case and seals it—all in one machine. This is good up to about 10-12 cases per minute. Care must be taken in selecting a case packer since cases must be uniform. Also there should not be too many sizes on any one line since the change-over time is usually about one to two hours. They do not adjust as quickly as some of the other types of packaging machinery that are presently in use. Normally a hydraulic or pressure system of cold glue is used. There have been some experiments with hot melt glue and where they are acceptably by the Interstate Commerce Commission this, too, is practical.

There is a savings with a packer if you are running over two cases per minute. Usually it will result in a savings of a minimum of one operator. A further savings can be had by using end loading cases. You usually reduce the square inches of corrugated material by 15% to 20% with a net savings in carton cost.

Automatic case palletizing lends itself to savings for lines that are moving at fairly good speeds. For instance, there is a semi-automatic case palletizer that requires one operator who receives cases from a conveyor to manually set the pattern on the loading area of the machine. This is then transferred automatically onto a pallet. As each tier is loaded onto the pallet it indexes downward automatically. This process continues until a full pallet load is loaded and then the pallet is automatically removed from the machine and a new pallet is brought into position automatically. This unit is good up to 15 cases per minute.

The second machine is a fully automatic palletizer eliminating this operator. The pattern is preset into a set of electric relays (or solid state switching) on the machine for each pattern that you are running. There is a selector switch for a different pack pattern or pallet pattern. The patterns are automatically arranged in rows neatly on a set of roller conveyors at the top of the machine and rolled off onto a pallet. The pallet automatically indexes downward as each tier is placed on the pallet. As the pallet gets to the bottom, it is ejected from the machine and a new pallet is automatically brought into position. There is a metal pallet in place above that holds one tier load long enough for the pallet to be removed and a new one put into position. Generally speaking, the fully automatic unit is used for 25 or more cases per minute, being fed possibly from several lines.

It is important in your selection of machinery that you weigh your labor costs, material costs, maintenance costs, and possibly tax savings. A rule of the thumb today is to estimate each person including all benefits at approximately \$9,000 per year. This is the figure used by many of the larger companies. The machine should pay for itself in two to two and one half years. The price of the equipment, therefore, if the savings are there, is unimportant.

Your selection should be of machinery that has the lowest maintenance cost, is the easiest to adjust, and is what we might call "idiot-proof."

### Packaging Machinery Manual

A new illustrated manual, which explains the purposes and workings of standard industrial components used on machines, has been published by the Packaging Machinery Manufacturers Institute (PMMI), the national non-profit association of U. S. packaging and converting machinery manufacturers.

The 256-page manual contains 270 illustrations on more than 30 types of the most-used machinery components, and is intended to serve the dual role of basic reference textbook and training manual for production and maintenance personnel in all packaging and converting industries. It is also suitable for use in non-packaging industries because of the widespread use of the components covered in it.

Entitled "Packaging/Converting Machinery Components," the book is divided into three parts: (1) Basic mechanical components, which includes bearings, belt drives, brakes, clutches, chains and sprockets, gears, levers, cranks and linkages, cams, shafts and

shaft couplers, springs, star wheels, timing screws, speed reducers and adjustable speed drives; (2) Fluid power components, including pumps and compressors, hydraulic filters, gauges, pneumatic conditioners, valves, actuators and accumulators; and (3) Electrical components, such as switches, solenoids, relays, circuit breakers, electric motors and transformers.

In addition to descriptions of components, and explanations of the purposes they serve and how they work, most chapters include sections on trouble-shooting and on-line maintenance.

### Easy to Understand

The manual is written in an easy-to-understand style, and has already been adopted for use in vocational high schools and inplant training programs to give a comprehensive orientation on the major components used on most industrial machinery. It is specifically aimed at the semi-technical reader—as opposed to the professional engineer—and is expected to fill a long-existent basic information gap on today's commonly-used machinery components.

Published as a part of PMMI's production-line education program, proceeds from the sale of the manual will be put back into the development of additional educational materials needed to train and upgrade production and maintenance personnel from the pre-apprenticeship to the supervisory level.

"Packaging / Converting Machinery Components" may be ordered directly from: PMMI, 2000 K Street, N.W., Washington, D.C. 20006. \$10 per copy pre - paid. Educational institutions should request information on quantity educational discounts.

### Metering Semolina

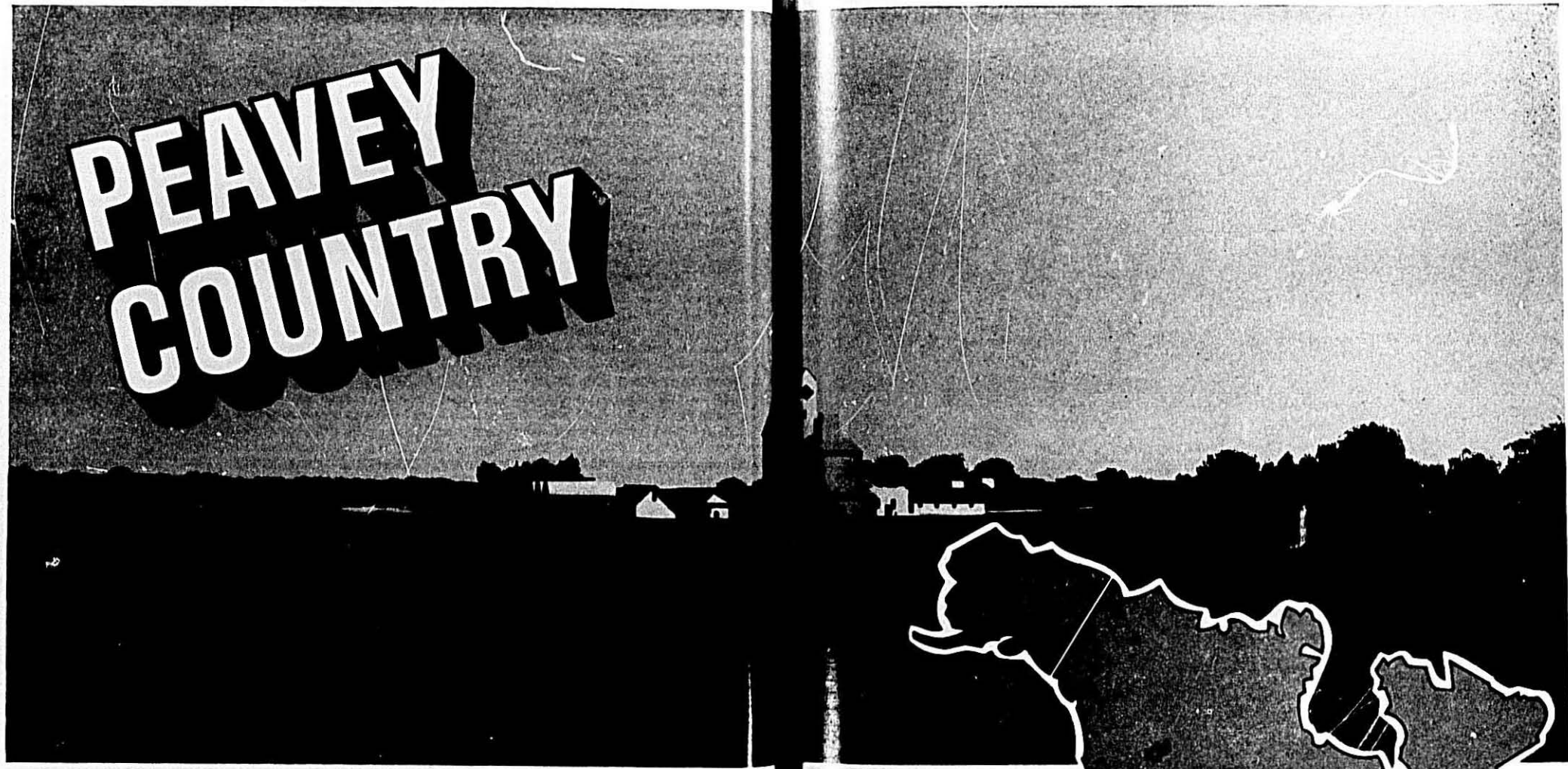
American Beauty Macaroni Company, Denver, Colo., is successfully feeding semolina at the rate of 1500 pounds per hour, using the Live Bin Feeder manufactured by Vibra Screw Inc., Totowa, N.J. Details of the installation are given in a new case history published by Vibra Screw.

The problem was to achieve exact flour proportioning with a metered flow of water, at rates which would utilize the optimum capacity of the company's continuous macaroni press. The tendency of semolina to flush was one major obstacle which had to be overcome.

The case history describes the American Beauty operation and gives details regarding the Vibra Screw installation. The Case History No. C-77 is available at no charge by writing the manufacturer, Vibra Screw Inc., 755 Union Blvd., Totowa, N.J. 07512.



# PEAVEY COUNTRY



## Famous for its durum wheat

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this competitive business because its operations are streamlined and coordinated to the highest degree.

Durum mills operated by Peavey are located at Superior, Wisconsin, Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 60,000 hundred-weights a day, much of it, of course, in durum.

No wonder macaroni and spaghetti manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in Peavey Country'.

Merchandising and commodity futures offices: ● Terminals; Flour mills and mix plants; ✎ Flour sales offices and warehouses; ☐ Country elevator, feed and service facilities; ○ Some offices of Peavey Company and National Grain Co. Ltd.



**PEAVEY COMPANY**  
Flour Mills

*King Midas* DURUM PRODUCTS





A battery of four Triangle form, fill and seal bag machines package a variety of noodles and cut macaroni.



Seven Triangle Gaubert wrappers can produce over 160 packages of spaghetti per minute.

## Triangle Puts a Seal on Ronco Packages

WHEN housewives throughout the South shop for macaroni products, the majority deliberately reach for the Ronco brand, just as generations before them did.

This enviable brand loyalty has been earned the hard way: since its beginning fifty years ago, Ronco has never wavered from a policy of high quality—in ingredients, production and packaging.

Adhering to policy has paid dividends for the Memphis, Tennessee macaroni maker. In becoming a leader in its industry, Ronco has steadily grown until today it operates from a new 73,000 square foot facility, and employs more than 100 people to operate a wide range of modern manufacturing and packaging equipment.

### Quality from the Start

Quality begins with ingredients. Ronco spaghetti and macaroni are made from No. 1 semolina, milled from durum wheat. Durum is recognized the world over as the finest wheat for the manufacture of these products. When durum wheat is milled, the inner portion breaks into small granules. This portion, the very heart of the wheat, is called semolina.

Fancy patent durum flour is used for Ronco noodles. Of the various grades of durum flour, this is the finest available.

From the time the special bulk tank rail cars of semolina and flour arrive at Ronco's siding until the final product is pressed through the forming dies, all blending and air conveying is automatic and sealed. The flow of ingredients is controlled electronically to assure consistent quality.

From the presses, products are conveyed to dryers in which heat and humidity are carefully controlled. Drying time varies according to the product, with noodles requiring 8 to 9 hours, cut

macaroni 15 to 16 hours, and long goods (spaghetti) about 24 hours.

After drying, products are bulk conveyed to Ronco's large packaging department, consisting of 11 Triangle machines.

### Noodles and Short Cuts

Noodles and cut macaroni are routed to a battery of four Triangle form, fill and seal bag machines. Two of these units embody special features for packaging noodles.

A cleated belt conveyor moves the noodles from a large stoker to the Triangle scale hopper where they are net weighed. From this point they are discharged onto a special streaming belt which acts to spread out noodles that may have nested together and could cause packaging problems.

This streaming belt feeds the noodles into the forming tube. Because noodles tend to bulk up, these machines have been equipped with specially designed plunger mechanisms. After the new quantity is in the bag, the plunger automatically drops down onto the top layers of noodles, settling the product for a 20 to 25 percent space savings per package.

Filled and heat sealed, the bags are deposited onto a conveyor and packed into cases. These specially equipped Triangle packaging machines for noodles typically operate at the rate of up to 25 to 30 packages per minute, depending on the configuration of the noodles—dumplings, bow ties, kluskis, etc.—and package weight.

The second two Triangle form, fill and seal bag machines are used for packaging cut macaroni goods. Because of the ease of handling these products, the machines are not equipped with the streaming belt or plunger. Aside from those special features, the operation of the machines is identical. However,

Triangle machines for cut goods typically operate at higher rates, up to 67 to 71 packages per minute.

### Long Spaghetti

Ronco's regular and extra-long spaghetti, always in high demand, are automatically wrapped in clear cellophane packages by seven Triangle Gaubert wrapping machines.

The spaghetti comes to each Triangle Gaubert unit in tote boxes and is manually loaded into the wrapper's scale hopper. After net weighing, the spaghetti is settled and drops into a U-shaped pocket on the wrapper's conveyor. As it moves along the package is long-folded and tack sealed. Next the long-fold is completely heat sealed. At the last station, the ends of the package are tucked and heat sealed.

The Triangle Gaubert wrapper can produce from 25 to 30 packages per minute. What's more, each unit requires only two personnel. Before the wrappers were installed, five people manned the operation.

Though less expensive material could be used, Ronco chose cellophane for packages.

"After experimenting with many different kinds of packages through the years," said Albert Robillo, Ronco president and general manager, "we settled on crystal clear cellophane."

"It costs more but its advantages to our customers and ourselves offset the added amount," he continued. "The golden color of our products is better displayed, the customer sees what she is buying, shelf life is longer, and package design printing is better."

Presently, Ronco's products are distributed to 20 southern, southeastern and southwestern states. It maintains

(Continued on page 38)

# keeping the "go" in go carts



Perfect packages. All day long. Day after day. That's what keeps your profit pipeline filled and Triangle knows it. And the reason we're moving fast. In areas like solid state control. Making our bag machines and scale systems run long and strong with less time out for adjustments and maintenance. Enabling you to maintain the performance production demands with utmost accuracy and speed. We can perform for you. For details write, Triangle Package Machinery Co., 6654 W. Diversey Ave., Chicago, Ill. Phone (312) 889-0200.

## TRIANGLE

Triangle is running faster in high-performance packaging systems.

Bag machines • Scales • Fill equipment  
• And related high-performance packaging systems



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**WANTED**—Production men to run two Brambanti presses in Southern plant. Write Box 276, Macaroni Journal, Palatine, Ill. 60067.

**FOR SALE**—Model No. 1 Simplex Bag Making Machine, with electric eye. Very nice; some parts with this machine. Price negotiable. Write or call Paul Raining, Millersburg, Ohio 44654—(216) 674-2993.

## Triangle Seals Packages—

(Continued from page 34)

its own test kitchen for the development of new recipes.

With products as popular as Ronco's, it's well that management looked to the future when planning their new facility. Several more manufacturing and packaging lines can easily be accommodated, and additional acreage adjacent to the plant is owned for expansion.

## Spaghetti for the Lunch Bunch

**R**ECENTLY, Rose Dostl, a Los Angeles Times staff writer, told her readers how one pasta boss doubles as a lunchtime chef. Here is her story:

Why would an 84-year-old-man cook lunch for his employees every day, except Wednesdays when he plays bocce ball in the park? Because he's not ready to quit. Because he still measures success by hard work.

"If you work all the time, there's no time to spend your money," said Anthony Bizzarri, the owner of a spaghetti manufacturing plant in downtown Los Angeles (Anthony Macaroni Company).

"He loves those lunches," said Angelo Guido, Bizzarri's son-in-law and the company vice president.

"You can't put a guy like him out to pasture. He's still boss around here. He signs the checks and checks the bills and keeps the guys on their toes."

Things may have changed since Bizzarri peddled spaghetti from his horse and buggy 57 years ago. But not the daily lunches prepared for about ten of Bizzarri's senior employees and company guests.

Every day Bizzarri cooks Italian specialties, using his factory spaghetti and canned sauces. Every day the menu, based on pasta and meat courses, is different. Every day promptly at noon the employees appear, taking their usual places at a long table in the very room in which Bizzarri started his business.

### Dual Purpose

The luncheons serve two purposes: To provide lunch and to taste-test recipes which appear on the company packages. Cooking also gives Anthony Bizzarri pleasure. During the hour-long lunch, the men (women are allowed only on rare occasions) talk politics, or about Italy, and tell jokes.

Bizzarri arrives at the plant at 8:30 a.m., reads the newspaper, and is ready to begin cooking by 10:30.

The menu might include chicken cacciatore one day, baked fish another, venison or sausages other days. The pasta varies, too, with spaghetti in an oil-garlic sauce served with fish, or mostaccioli (hollow tubes) served with sausages, or spaghetti in tomato sauce with chicken.

For the canned sauce Bizzarri adds sauteed onions with garlic, wine, rosemary and parsley. The dressed-up canned sauce is used as a base for meat as well as pasta. On cold days, Bizzarri prepares polenta, a cornmeal dish the employees enjoy.

The work all done, the jokes all told, the food virtually gone, Bizzarri is ready for his daily nap. "When he's napping, nobody bothers him," Guido said.

### Road to Success

It has been a long road to success, but Bizzarri views his success with the modesty of a man who has nothing to prove.

"You just work," he said. "I came here with 50 lire (about eight cents),

which was stolen while I was at mass. If I succeeded, and I was broke, a yoo can," he said.

But as long-time spaghetti maker executives of Bizzarri's company think educating the homemaker is one of their biggest jobs. "There are some things the spaghetti cook should know if she wants good results," Guido said.

Cooking time for pasta seems to confuse many homemakers, according to Guido.

"We print the minimum time for cooking," he said. "This gives the average homemaker time to finish talking on the telephone or whatever. It also helps prevent her from getting the spaghetti too mushy by overcooking."

The time given on the package calls for eight minutes cooking. Actually, their spaghetti takes 11½ minutes to cook to the "al dente" (firm-tender) stage. In any case, spaghetti should be checked for doneness at the eight-minute mark, believes Guido.

There is no need for blanching pasta these days, according to Guido. "If you cook pasta properly (before it reaches the mushy stage) there is no reason for rinsing it in cold water," he said. Pasta such as lasagne, which requires handling, may be blanched, however.

Guido recommends adding a tablespoon or two of oil to the cooking water to prevent sticking. Salt may be added to the boiling water, depending on one's taste.

### P-R Firms Merge

The merger of two major public relations firms — Burson-Marsteller and Theodore R. Sills, Inc.—was announced recently by principals of the two firms. The merger is believed to be the largest ever to take place in the public relations business.

Burson-Marsteller is a general public relations firm that includes a number of large business enterprises and trade and professional associations among its clients. It has ten offices—five in the United States, one in Canada and four in Europe. It is believed to have the largest public relations business in Europe with offices in London, Brussels, Geneva and Paris. Its U. S. office is located in New York, Chicago, Pittsburgh, Los Angeles and Washington. Its Canadian office is in Toronto.

Theodore R. Sills, Inc. is the largest public relations firm specializing in food products. Its offices, which include an extensive test kitchen facilities, are located in New York, Chicago and Los Angeles. It also operates in Canada and Japan. The National Macaroni Institute is one of its clients.



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