



“DIE WÜSTENTÄNZER” –

• TRAVEL STORIES ABOUT DESERT DANCERS



Banderole readers have previously enjoyed his reporting. Once he went into raptures over water-skiing, another time he published the world’s only calendar featuring photographs of attractive Pester staff and fast cars. Yet another time he gave an in-depth account of Pester’s Porsche Tour of Allgäu.

After releasing his first book, Thomas Pester can now be found among the real authors. Published in the spring and illustrated with wonderful photographs, the 123-page book, “Die Wüstentänzer” recounts his adventures as a competitor in the famous Allgäu to Orient rally in 2013.

For three weeks, Thomas and five teammates fought their way with their three cars through Turkey via Istanbul from Oberstaufen to the Armenian border. From there, they continued on to Israel, and onwards to their final destination: Amman in Jordan. For over 8,000 kilometers this required them to be at the wheel or in the passenger seat of a rather decrepit Opel Vectra, a car he hadn’t only first become attached to since the rally. Stopovers were spent in cheap lodgings or tents with some unusual improvisations arising. Was it all worth it just because Thomas Pester had set his mind on winning a real live camel???

To reach his goal, he even volunteered to the chef’s role for the “Desert Dancers” team with a previous reputation for ingenious fried egg cuisine. It didn’t always work out and yet, his fellow comrades, Alfons, Toni, Reinhold, Daniel and Frank still rave about the spaghetti and tomato and herb sauce he served out in the sticks, near the border to Romania, one night. He’d even remembered the Parmesan cheese!

Given the breathtaking landscape through which the rally led, the encounters with foreign cultures, the team spirit and the social background of the rally (the cars were donated to social projects in Jordan), the journey was an experience never to be forgotten. The camel was won by another team, by the way.

The book “Die Wüstentänzer – ein Reisebericht in 12 Akten” is available from pester pac automation if anyone would like to share the experience of this extraordinary adventure tour. 5 euros (plus postage) is money well spent!

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DEAR READERS,

MORE THAN TWO YEARS HAVE PASSED SINCE BANDEROLE WAS LAST RELEASED. THE COMPREHENSIVE PREPARATIONS REQUIRED FOR THE COMPANY'S 125TH JUBILEE AND CHRONICLE IN 2013 WOULD PERHAPS EXPLAIN THE LONG SILENCE. MANY STILL HAVE FOND MEMORIES OF THE CELEBRATIONS! WE HOPE THE SAME APPLIES TO OUR CUSTOMERS WHO VISITED US AT INTERPACK DUSSELDORF IN MAY 2014, THE GROUNDWORK FOR WHICH WAS JUST AS INTENSE. FROM TODAY'S PERSPECTIVE, ALL THE EFFORT SEEMS TO HAVE BEEN WORTH IT AS YOU WILL FIND OUT ON PAGES 4/5 AND 8/9!

THE WORLD'S CURRENT POLITICAL TENSIONS ARE LIKELY TO IMPACT ON SEVERAL OF OUR MARKETS; OTHER, MORE STABLE ZONES WILL GAIN IN MARKET IMPORTANCE. BRAZIL IS ONE OF THEM (SEE ARTICLE ON PAGES 10 AND 13) AND PESTER IS PLANNING A NEW SUBSIDIARY THERE FOR THE FUTURE. YOURS, **THOMAS PESTER**

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and now relax

THOMAS PESTER
CEO PESTER PAC AUTOMATION
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FOCUS ON COSMETICS: BUSINESS UNIT "PESTER COSMETICS"

In 2013, a separate business unit was set up to represent Pester's cosmetics sector. A highly qualified team of 30 constantly strives to provide customers in the cosmetics industry with optimum solutions for their packaging requirements. We spoke to **Rainer Lengl**, Manager of the "pester cosmetics" business unit. The 40 year old business graduate has been working for pester pac automation since 1999 and was in charge of Pester's subsidiary in the States from 2006 to 2011. He took over the pester cosmetics business unit on his return to Germany in 2012.



INTERVIEW: RAINER LENGL,
GENERAL MANAGER
BUSINESS UNIT PESTER COSMETICS



▶▶ Mr Lengl, what was the reason for a separate cosmetics business unit?

This step has enabled us to enhance our focus on the requirements and demands of our customers in the cosmetics industry. The cosmetics sector is confronted with particularly tough challenges: not only the mounting cost pressure and ever shortening development cycles, but also faster market launches as a result of rapidly changing product ranges. Specializing in the needs of the cosmetics branch enables us to respond to these customers' requests quickly and flexibly and our team is able to concentrate fully on innovations and further developments relating to cutting-edge cosmetics trends.

▶▶ What technologies are currently in demand?

There is an increase in the demand for complex technological solutions. The trend is towards highly developed machines that operate reliably on a 24/7 basis. The cosmetics industry requires flexible highly automated equipment. The growing cost and time pressure calls for fast high-performance systems with a high efficiency and small footprint. Today, we offer our customers solutions that have a high output rate in addition to top processing quality, low space requirements and fast changeover times. Personal, oral and beauty care are our core competencies. Whether tubes or bottles need processing, or lipsticks, mascaras, powder or perfume, we offer state-of-the-art packaging technologies that are targeted towards our customers' specific production demands.

▶▶ What do you consider to be the biggest challenge over the next few years?

The challenge is to continue to take advantage of the potential of the cosmetics market arising from the trends towards individualization, brands and sustainability. New distribution channels such as e-commerce require new packaging solutions. The increasing cost pressure in this sector presents cosmetics manufacturers with the challenge of automating their production even further. This means that machine manufacturers need to realize efficient fully automated high-performance machines that are capable of producing smaller and smaller batch sizes at high speeds. This is the reason why we develop new sustainable technologies for our packaging systems ranging from fully automatic

format part and tool changeover, new robot systems with flexible grippers and fully automatic feed to automated guided logistics systems.

▶▶ Which markets have the largest growth potential in your opinion?

We consider the BRIC States, South America and Asia – especially China – to have the greatest potential. Cosmetics producers are expanding their production substantially in these countries.

▶▶ In which segments do you see the strengths of pester cosmetics?

With a rate of 750 toothpaste tubes per minute, our high-performance lines lead the market in the oral care sector. Ninety per cent of all lines in this market segment are equipped with Pester's end-of-line technology. Operating every day of the year in three shifts and with a machine efficiency of 98 per cent, our systems are installed all over the world at the top global cosmetics groups. Output extends here up to 6.3 million tubes per line per week. We provide cutting-edge solutions in the shelf-ready packaging sector and have just successfully concluded a project for a high-performance bottle line that packs 420 shower gel bottles per minute as shelf-ready packs on a very small footprint.

▶▶ How did customers respond to Pester's cosmetics unit?

We have been collaborating with leading cosmetics companies for decades and can look back on successful partnerships that have lasted for years. Customers not only appreciate our flexibility but also our know-how in developing customer-oriented single-source solutions that always take their individual requirements into account.



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More speed – less space – best (e)motion

At Interpack 2014 Pester presented four new developments that attracted a great deal of interest among the professionals from the pharmaceutical and cosmetics industry.



PEWO-pack 250 Compact 80 + Fastest stretchwrapper in the world

- 35% higher speed
- 30% less space
- 25% less material

The 80+ stretchwrapper is a further development. With 80 cycles it is the fastest single-lane stretchwrapper on the market. Thin film is reliably processed at full capacity, enabling film savings up to 25%.

Benefits

- Highest production reliability through new film transport and stretching system
- Highest stacker performance up to 200 strokes/minute
- Patented film splicer for fully automatic film reel change without machine downtime
- Mature leading-edge sealing technology guarantees lowest life-cycle costs
- Cost savings through use of thin film (23 µ) at maximum performance
- Fast tool-less format changeover



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PEWO-pack 250 Compact tray Compact shelf-ready solution

- 50% less material
- 50% less energy
- 40% less space

A cost-effective solution for shelf-ready packaging offering up to 50 % material and energy savings: The PEWO-pack 250 Compact tray is a state-of-the-art shrink bundler with integrated tray erector. Safe shrink bundling of heat sensitive products: Aerosol cans are securely placed on cardboard trays by stretching film around the bundle. Due to its compact design it requires 40% less space than comparable machines.

Benefits

- Ideal solution for shelf-ready packaging of heat sensitive /flammable products
- New Pester tray erector in GMP design, also offered as standalone solution
- New elastic film allows for shrink bundling of product without shrink tunnel
- Intelligent servo technology for minimizing format-related movements



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PEWO-form SLP 2 Compact Smallest case packer / palletizer solution worldwide

- 35% less space utilization
- 75% faster changeover time

The side loading case packer / palletizer combination convinces on account of its new pillar design. Up to 6 covering boxes are processed per minute on a footprint of only 8.5 m². With a new horizontal blank magazine, it is equipped for automatic filling by AGV. Two newly developed Pester pac robot models C 40 and P 15 offer multifunctional handling in minimum space.

Benefits

- Minimum space requirements of 8.5 m²
- Automatic format changeover by means of 23 menu-controlled servo axes
- Machine guard with self-closing door hinges
- Pallet change without machine downtime
- Intelligent safety technology
- Ready for track & trace integration



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**Future Cube**

Technologies and trends for handling and automation

Transflex system - Supra Shuttle

- Contactless, levitating shuttle system through superconductivity technology
- Intelligent shuttle system with new guiding technology
- Each shuttle controllable individually or in groups
- Extendable by up to 200 shuttles

Robotics

- New developed delta robot "pac robot delta 300" created in cooperation with TU Dresden and Schneider Electric (ELAU)
- Up to 300 cycles through rotary drive system
- 200 cycles with payloads of up to 8 kg

Fully automatic tool changeover

- New gripping technology through powder metallurgy
- Integrated media supply (compressed air, vacuum and electrical contacts)



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Thomas Starczewski, owner of the agency designship Ulm, on the development of the award-winning design of a new process for producing paper trays

COMPLETELY OFF THE REEL – AWARD-WINNING DESIGN OF PAPER TRAYS



When pester pac automation contacted designship in June 2013 and they informed us about a new method for producing paper trays off the reel we were inspired by the design possibilities and environmental benefits it offered. This exciting and unusual project had our hearts beating faster.

Without the use of adhesives, the new method enables the production of 3-dimensionally molded cardboard bodies off the reel. These are created by pressing a flat dry cardboard surface through a die by means of a punch. The fascination of realizing packages without using plastics made the project particularly appealing.

Being able to realize geometrical, round, elliptical and amorphous shapes offered a wealth of new design freedom. After deforming the cardboard, flat or vaulted surfaces are created with a raised edge that can be formed linearly or molded into any conceivable shape. Embossments on the base and sides in molding direction provided even further design approaches for creating packages.

Contrary to conventional folding cartons which are usually erected by means of adhesives, they are superfluous with the new cardboard deep-drawing method. The machine requires no hot gluing appliances and the space for accumulating cartons can be reduced substantially.

Generally speaking, "classical" cartons are produced from a flat case blank by folding, erecting and ultimately adhering them. During the folding process, linear edge contours and mainly angular or crystalline-looking bodies are created. Undulated or vaulted edge contours are only possible to a certain degree, if at all. Variation in the designing process is constricted.

All members of the design team were intrigued by this newly created scope. In the innovation meeting, the wildest ideas arose about packages with 3-dimensionally molded paper trays. We discovered it was possible to fabricate high-quality product packages by combining a paper tray with a paper banderole, a tape or a cord. First of all, the packages attract attention to the new appealing encasement and secondly to the encased, newly secured product. Furthermore, we found that the soft amorphously molded paper tray could be used directly as presentation packaging.


inspired by technology

pester pac automation, the Technical University Dresden and designship were awarded the iF product design award 2014 for this development in the category research+development / professional concepts. We were thrilled to receive the award. Various paper tray models were presented at Interpack 2014 for the first time and aroused substantial interest among the cosmetics industry professionals on account of its sustainable design.

Thomas Starczewski, Dipl. Designer
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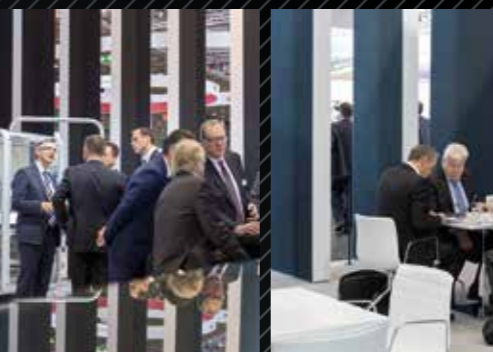
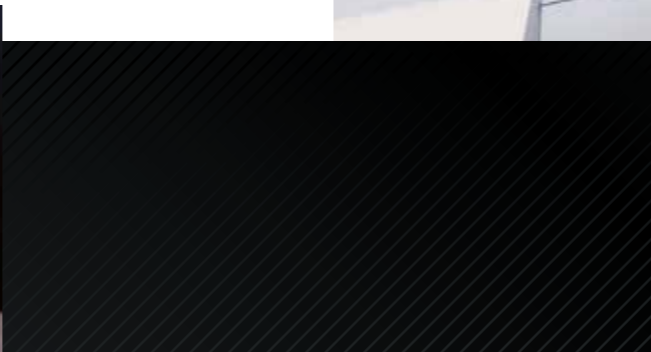
From left:
Hans Haug Director of R&D, Pester
Michael Fürstenberg and **Thomas Starczewski** designship, **Norbert Rechner** Director of Sales and Marketing, Pester

 **hans haug**
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IMPRESSIONS OF INTERPACK 05.2014

photos
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01 HEADQUARTERS OF GRUPO BOTICÁRIO IN SÃO JOSÉ DOS PINHAIS, IN GREATER CURITIBA (PR).
 02 JUAN GARZÓN AND THOMAS PESTER VISITING THE NEW PLANT OF GRUPO BOTICÁRIO IN CAMAÇARI-SALVADOR, ESTADO DA BAHIA IN JUNE 2014 BEFORE IT WAS INAUGURATED ON 16TH SEPTEMBER 2014.
 03 / 04 THE FACTORY'S PRODUCTION IN SÃO JOSÉ DOS PINHAIS IS 280 MILLION UNITS PER YEAR.

01

GRUPO BOTICÁRIO – LEADER OF BRAZILIAN PERFUMERY MARKET WITH EXCLUSIVE FRAGRANCES



The name alone is music to the ears of beauty-conscious Brazilian women: **Grupo Boticário**. The group ranks third in the Brazilian cosmetics market and, according to the Euromonitor Institute, its consumer brand O Boticário is the leading company in perfumery in Brazil. The name “O Boticário” is Portuguese and means “The Apothecary”. The remarkable history of the enterprise began in 1977 when the small pharmacy opened a drugstore in Curitiba, South Brazil. Five years later, the first factory was founded with an area of 1,000 square meters and employing 27 employees.



Nowadays, the Boticário Group consists of four business units: O Boticário, Eudora, quem disse, berenice? and The Beauty Box, and is present in 1,750 Brazilian cities with 3,831 stores. Grupo Boticário's product portfolio includes over 9,000 products divided into three categories: perfumes and deodorants, personal care and makeup. The group has 22,000 franchisees' employees and 7,000 direct employees. In 2013 the turnover totaled US\$ 3.3 billion. The business unit O Boticário is the largest franchise network in the world in perfumery and cosmetics. With their vision, “Here life is beautiful”, Boticário is proud to be a disseminator of beauty and strongly believes in its power.

Boticário sees further growth potential not least because of the fact that Brazilian women are “obsessed by beauty and are willing to spend a lot of money on personal care” according to an insider. But even men and youngsters are to be inspired by the products. Two years ago, the Boticário Group initiated an expansion plan covering investments totaling almost \$300 million. It also included the foundation of a modern research and development center capable of developing as many as 2,000 products at the same time. With this operational expansion Grupo Boticário has increased in its potential for production and distribution by 50% and is prepared to meet the growing demands of the cosmetics market in the next 10 years. The Brazilian company has also committed itself to sustainability. In 1990, the Boticário Group set up the Foundation for Nature Protection, a non-profit making organization whose mission is to promote and carry out activities for nature conservation. Since its creation it has already donated nearly \$10.6 million for over 1,400 projects.

Such an exclusive product range demands exclusive, high-quality packaging, this being reflected in the country's numerous renowned packaging awards Boticário Group

has received. It was ten years ago that the successful co-operation with pester pac automation began. A complete solution was found for wrapping Boticário's carton-packed beauty products in film. Boticário puts great emphasis on packing its cream jars, perfumery bottles and personal care articles with Pester's full overwrapping technology to finish and protect its perfume and beauty products. Last year alone, twelve full overwrapping PEWO-fold machines and two PEWO-pack stretchwrappers were supplied to Boticário sites in Brazil.

According to Boticário, the decision to select Pester machinery was made through market evaluation. Pester technology convinces through its high level of automation, reliability flexibility and product quality, all these being important for the type of business of the Boticário Group.

Another reason for buying Pester machines was Pester's after-sales service. Boticário Group is satisfied with the Pester service team that offers full support for equipment in their operational units in São José dos Pinhais and in Camaçari. Responsible Area Sales Manager at Pester for the market in South America, Juan Garzón is delighted with longstanding, successful cooperation and adds, “We will continue to support future expansions in close co-operation with the Boticário Group.” (See also page 13)

PESTER CONTINUES TO GROW: EXPANSION OF COMPONENT PRODUCTION



Pester's component factory produces high-tech machinery parts in the modernized plant #1 in Kneippstrasse

Due to the growing demands for flexible order processing, Pester has expanded its production and warehousing capacities in component production. Some 1,000 m² additional production and storage area are available at the company's original headquarters in Wolfertschwenden. The company was born at this location in 1955. Today, the component production, the raw material warehouse and the training workshop are all situated here. The existing administration building covering a space of 500 m² has also been modernized within the three phases of the new building and refurbishing project.

Thanks to the new building, the production processes in component production and material and warehouse logistics were improved as a whole. "With our new manufacturing installation and the modernization of specific machinery we have been able to further optimize our material and process flow. In addition, each manufacturing sector was re-organized on a team-oriented perspective. The high-performance engineering and modern manufacturing technologies ensure that we master the increasing demand for components punctually and at optimum cost levels, despite the ever shorter delivery times. We thus achieve efficient order processing and faster throughput times," explains Christian Oelhaf, Production Manager of manufacture of components at Pester.

The Pester component production processes in excess of 45,000 production orders and 200,000 components per year. In all, ten milling machines and machining centers, two turning centers and one laser cutting system are available for these functions. Production is carried out in two-shift operation. A new 5-axis CNC milling center enables to produce complex milled parts within a short timeframe and provides an additional increase in productivity in the single item production. Along with the enlarged storage capacity for raw material, the quality of the warehousing was improved as well. "Our modern high-bay warehouse has given way to efficient, clearly structured and ergonomic material, pallet, long good and heavy load handling," says a delighted Christian Oelhaf.

INTENSIFYING MARKET PRESENCE IN SOUTH AMERICA

Juan Garzón, Area Sales Manager, joined Pester's sales team in September 2012 and is responsible for the countries in Latin America, Spain, Portugal, Italy, Israel, Poland and the Czech Republic. Garzón continues to expand the markets in these promising exporting countries. Fifty years of age and born in Ecuador, Garzón has 20 years of professional experience in machine engineering for the pharmaceutical and cosmetics industry. Spanish being his native language and given his fluency in Portuguese and English and the right feeling for the Ibero- American culture and mentality, he is committed expanding pester pac automation's market position on the Ibero-American markets. By tapping in to new business customer groups, Juan Garzón believes these countries offer significant growth potential. In 2012, Brazil was the third largest cosmetics market worldwide, for example. According to current growth forecasts, the Brazilian market is predicted to be the world's largest cosmetics market by 2017. "Intensive personal on-the-spot customer service is the key to success in certain countries," states Garzón, "this being the reason why our main target must be to increase our presence on these markets through an efficient sales network and new subsidiaries." The first Pester subsidiary in South America/Brazil is to be set up in the fall of this year, and the sales network augmented step-by-step.



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