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Strong sales start for the new generation stainless conveyors from FlexLink

Since the launch at Interpack in May 2011, FlexLink's new generation stainless conveyors have been given thumbs up by major, international companies within fast moving consumer goods, FMCG.

The official launch, starting at Interpack on May 12, came out to be a great success and the good sales development is continuing. After only three months, the order intake has exceeded the full year targets with more than 50%.

“The response from customers worldwide is very strong and we have now sold systems of the new generation stainless conveyors to the major, international groups within the fast moving consumer goods segment. In fact, we reached our full year targets on order intake only two months after the launch” comments Tommy Karlsson, product manager for the stainless conveyors at FlexLink.

The applications sold have primarily been for packaging lines within a number of areas such as dairy products, packed dry and conserved food and personal products.

Interest is also gathered from industries normally not using equipment in stainless but requiring the features of easy cleaning and an open design.

The new generation stainless conveyors have been developed to meet the increasing requirements on capacity, total efficiency, system re-usability and cleanliness.

The platform of [conveyors in stainless steel](#) is available in three widths, 85, 180 and 300 mm which are suited for handling products in production and packaging lines within the Fast Moving Consumer Goods (FMCG) and healthcare industry segments. Following the previously released new generation X85 conveyors in aluminum, the designations for the new [stainless steel conveyors](#) are X85X, X180X and X300X.

The capacity requirements for stainless conveyors are high - the 85 mm wide version has an upper speed level of 120 m/min and the wider versions can run up to 80 m/min. FlexLink has designed a robust stainless steel conveyor with a low noise, considerably lower than industry standards.

FlexLink is a leading production logistics supplier – providing material and information flow management solutions to assembly and manufacturing industries. Based in Göteborg, Sweden, FlexLink operates sales units in 25 countries and is represented in more than 60. In 2010, FlexLink had 691 employees and the group turnover was SEK 1,460 million (153 M€).

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The modular design - from the individual component up to the complete conveyor.- enables easy and accurate assembly and trouble-free modification of the conveyor system when there is a need to change the line layout. The modular design is also a driver for a high quality level.

Efforts have been made to make the stainless conveyors easy to clean - both the exterior as well as the interior are designed so that pockets for dirt or remaining water after cleaning are minimized.

“The new series of conveyors in stainless is a major contribution in making efficient production lines in filling and packaging processes for consumer goods. We have changed the industry metrics on how to build high quality conveyors that are easy to clean and with a modular design which is enhancing the flexibility of installed lines. The change from industry standards is substantial and the feedback from leading customers an immediately ‘buy in.’” concludes Tommy Karlsson, Product Manager for Stainless systems, FlexLink.

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