

Press release



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*Subject*

A journey of 100 years

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## **Innovative by tradition – 100 years of Loesch**

**(Altendorf/Nürnberg, 2019-09-02) System manufacturer Loesch Verpackungstechnik is celebrating its centenary this year. For the confectionery packaging specialist, FachPack in Nuremberg is an ideal occasion to showcase this anniversary, and from September 24 to 26, 2019, Loesch will be displaying both historical and modern packaging machines at the trade fair. On booth 1-218 in hall 1, the packaging machine manufacturer is showing a retrofit machine from 1935 alongside its current product range.**

“Retrofitting a historical packaging machine is all part of the training at Loesch,” says Dr. Thomas Cord, CEO of Loesch Verpackungstechnik. “It gives our trainees a chance to understand the complex mechanics of such a machine. At the same time, they both learn something about our company’s tradition and develop their own innovative ideas with an eye to the future.” Loesch is presenting a restored machine – one of the world’s first high-performance fold wrapping machines for traditional bar products with two packaging materials from 1935 – at FachPack in Nuremberg, directly alongside the system manufacturer’s current models. “The basic principles of packaging chocolate are the same today as they were a few decades ago. A range of improvements, however, now ensure that modern machines pack the products much faster, more effectively, and with less manpower. Nevertheless, even our latest models still use a main shaft, which is now electronic, to control almost all motion sequences in the machine, thereby ensuring consistently reliable quality,” says Cord. Beyond this, the trade fair will also focus on the company’s eventful and successful history.

**Centenary kick-off**

“For our anniversary year, we want to use FachPack to show off both our past and our present. We’re also going to give an outlook on the future of Loesch Verpackungstechnik, with the presentation at interpack,” says Cord. Loesch is kicking off its centenary celebrations at FachPack. Following various events and festivities, the anniversary year will culminate in May 2020 at interpack, where the company will be proclaiming “the start of a new era.” The focus then will be on the future of the company and the expansion of its position as an innovator and market leader. “You need to know your history before you can change the future. To remain successful, we are set to continue investing in the development of our three key areas: chocolate, chewing gum and confectionery, and cereals,” says Olaf Piepenbrock, Managing Partner of the eponymous Loesch parent company.

### **About Loesch Verpackungstechnik**

LoeschPack is a technology and innovation leader in packaging machines and complete systems for packaging chocolate, chewing gum, confectionery, dry baked goods, food, and non-food products. In this dynamic industry, LoeschPack has been a byword for the highest quality standards, flexible and economical system solutions, and all-around global service with innovative service products since 1919. The technology company from Altendorf in Upper Franconia is currently celebrating its 100th anniversary.

Product range:

- > **Complete packaging lines**
- > **Feeding and buffering systems**
- > **Horizontal flow wrapping machines**
- > **Fold wrapping machines**
- > **Coiling machines**
- > **Hermetic sealing systems**
- > **Trayloading systems**
- > **Cartoning and erecting machines**

**Find out more about LoeschPack at**

**<https://www.loeschpack.com/en>**

**Captions:**

**>> LoeschPack\_9-1-2019\_1 <<**

LoeschPack is celebrating its centenary in 2019

**>> LoeschPack\_9-1-2019\_2 <<**

LoeschPack Logo CMYK

**>> LoeschPack\_9-1-2019\_3 <<**

Back in 1935, the Loesch LU3 could easily manage 60 bars a minute and up to 50 different packaging types.

**>> LoeschPack\_9-1-2019\_4 <<**

Modern bar wrapping machines offer great flexibility, product safety, availability, and an output of up to 215 bars a minute.

**>> LoeschPack\_9-1-2019\_5 <<**

The company, based in Altendorf near Bamberg, focuses on the construction and development of premium packaging machines and complete systems for the confectionery industry.