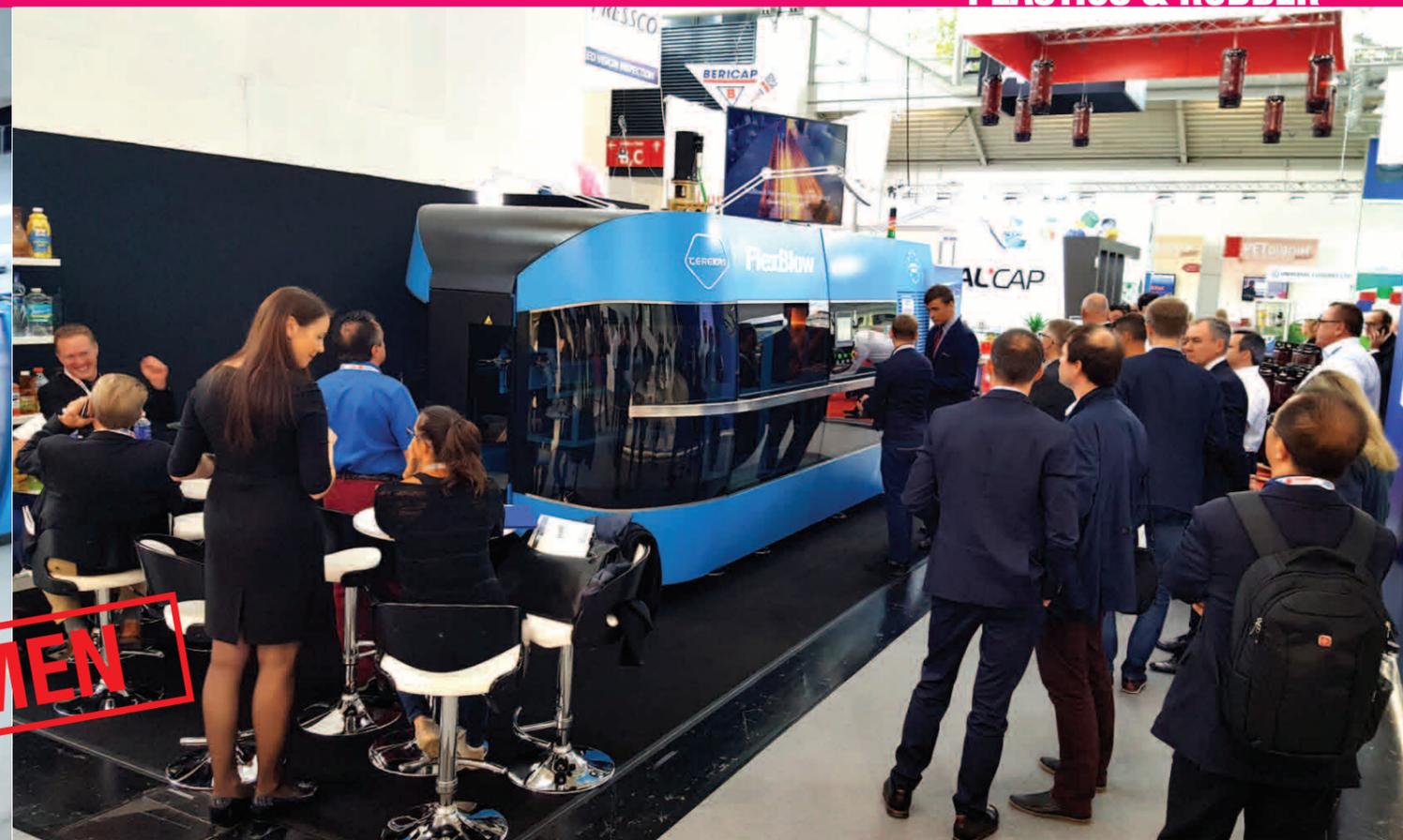




SPECIMEN



FLEXIBLE, VERSATILE AND FAST



Following in-depth market research, Lithuania-based Terekas has come up with a game-changing solution for the PET manufacturing sector. The company's FlexBlow stretch blower has captured the attention of many leading industry players worldwide. In an interview with Romana Moares, Gytis Širvinskas, Head of Marketing, talks about the company's unique capabilities and its growing success in global markets.

Terekas is known in the PET bottle industry as a manufacturer of cutting-edge, versatile PET stretch blow moulding machines with ultra fast bottle format changeover. "We have introduced one of the most flexible blow moulding machines on the market that enable the production of narrow neck bottles, hot-fill containers, 5.0-litre canisters and wide mouth jars on the same piece of equipment with minimal time and effort needed for changeover, under one hour," says Mr Širvinskas.

Terekas's growing business is based on profound knowledge and understanding of the packaging market. The company itself started as a bottle manufacturer back in 1994 but faced with increasing competition it decided to diversify into the field of packaging machine manufacturing rather than the end product. Starting with simpler blowers in 1996, the first fully electric machine was built in 2007.

Having researched and closely observed the market development with shrinking PET bottle production batches and increasing demand for greater variety, the core business was clearly identified - machines for smaller run production of more diverse PET bottles, offering flexibility and meeting individual customer needs. "Given our history, we are not just a machine producer but also understand the packaging industry's needs. This understanding was the basis of our strategy - to offer the most flexible and versatile 2-stage PET moulding machine on the market," says Mr Širvinskas. "What makes these machines unusual is their wide range of versatility, said to be unprecedented for a two-stage (reheat) system. Normally, such flexibility is associated with one-stage machines that require higher investment, especially for tooling."

New developments

He further explains that flexibility is central to the company's management philosophy. "Terekas has an adaptive attitude towards non-standard situations and always looks for solutions that are



satisfactory for all parties. Listening to customers' needs and offering individual solution for each particular case has been a fundamental factor of our success," he affirms, adding that the machines are made of high-quality standard components supplied by renowned companies such as Bosch or Siemens that enable fast, easy and straightforward maintenance and worldwide availability.

He claims that the latest two-cavity FlexBlow2 model is by far the most universal 2-stage PET SBM machine on the market. It enables the production of a wide range of PET containers on a single piece of equipment, with necks ranging from 18mm up to 110mm and bottle volumes from 50ml up to 6000ml. Changing the bottle format - including moulds, neck and gripper parts - and fine-tuning the machine afterwards takes no longer than 30 minutes.

Mr Širvinskas adds that the company has added a number of new refinements to the machine 2018 to improve the ease of use and flexibility even further. To begin with, the dedicated Siemens control panel now has several new functions to make the experience of operating the machine more intuitive. There is an inte- ➤



grated operators' manual that guides the user along every step of operation to make it repeatable and minimise the impact of the human factor. There is also an integrated catalogue to achieve the highest PET bottle quality along with an illustrated troubleshooting guide, not to mention the machine production and efficiency statistics for performance tracking.

Anticipating clients' needs

"The business is certainly growing," says Mr Širvinskas. "Today, Terekas is represented on all continents except Australia. However, the European countries and North America are the key markets for us. At the moment, we are focusing on getting established in the US market, which uses significant quantities of PET containers. We shipped our first two blowers to North America several years ago, and received some interest afterwards. We are now in the process of setting up a company in the US to boost sales in that huge market."

He goes on to say that product development is an on-going process and the company is constantly looking at ways to make

the machines even more flexible to stay ahead of competitors.

"We introduce new solutions all the time and international trade fairs remain an important tool for winning new customers. For example, last year at the K Show in Dusseldorf, we introduced our latest PET stretch blower, FlexBlow, which we had been developing for two years. This is a reduced-size blower for those who need flexibility in relatively small production quantities. The model raised considerable interest."

This year, Terekas will again take part in most major shows, including All4pack in Paris, Rosupack in Moscow and NPE in Orlando in May, where the company plans to showcase its equipment for wide-mouth jar production, SBM machine for cosmetic bottles and a PET blower for large-sized bottles – all in one machine.

He concludes by revealing that in line with increasing sales worldwide, the company is considering investing in a new facility to increase capacity still further. "The aim is to continuously improve our machines in anticipation of our clients' needs so that their requirements are fully accommodated. This has always been the basis of our success and will continue to be so in the future." □

