

INNOVATIVE PACKAGING: HOW A SIMPLE IDEA BECOMES A PACKAGING REVOLUTION



Sometimes, the simplest idea hides a game-changing innovation for people who don't see a limit as a problem but as a challenge to create something new. This is the case of Christian Burattini and his company V-Shapes, who perceived a real need of the monodose packaging world: more simplicity.

Together with a team of automation engineers and materials experts, he created a patented packaging machine to produce a more user-friendly pack with a patented one-hand opening system, which would revolutionise the way of dispensing products from a unit-dose pack. No more complicated packs with several secondary packaging – now, with V-Shapes packs, you only need three fingers to open them.

“One of the best features of V-Shapes packaging is the extreme adaptability to the most different applications. It works for liquid products as well as fluids and, thanks to our research and development team, we can produce many different sizes of a sachet. This allows a filling up to 40ml.” Christian says. After the latest worldwide performances, in fact, Christian doesn't see limits to the possibility of creating a new design of sachet, opening cut or packaging machines. “We are receiving an increasing number of requests of co-packaging and, in 2020, even with the current COVID-19 situation, the production pace in V-Shapes is speeding up, and we have produced 20 machines in five months for our new and old customers all around the world,” he says.

THE CO-PACKAGING BUSINESS

Another key service of V-Shapes is what is called ‘co-packaging’, a service of ‘singleportion packaging on your behalf’ through a worldwide network of the partners, using V-Shapes technology and know-how to realize customised sachets.

“With V-Shapes, you can pack products for the widest range of goods sectors, such as food, cosmetics, pharmaceuticals and chemicals,” Christian says. “Thanks to our co-packaging advisers, we can follow our customers from the material pack choice to the design of the external layout. We have local co-packers ready to serve and produce locally, taking care of the necessary tests and regulations.”



Christian Burattini, CEO and founder of V-Shapes



Luca Amato, Technical Manager (left) and Nicolas Pinna (right) Industrial Automation Engineer at V-Shapes.

WHAT ARE V-SHAPES INNOVATION IN PACKAGING MACHINES?

“In 2020, we dedicated a lot of energy to machine innovations as well, improving the layout and automation system of V-Shapes bestselling packaging machine, Alpha,” says Luca Amato, Technical Manager. “But, more importantly, we invested a lot in remote assistance and training of machine operators through the use of 3D glasses and augmented reality, without the need to physically go to the installation site,” says Nicolas Pinna, industrial automation engineer at V-Shapes. “2020 was a challenging year for the packaging industry and in general for the companies operating worldwide, but I'm convinced that V-Shapes won the challenge, coming out as a winner.”



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