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Synerlink strengthens its presence in the Middle East

Customer successes highlight the food-packaging equipment maker's capabilities and global reach



The Synerlink SL-FF 600 is a modular and evolutive form-fill-seal machine, forming up to 61,400 cups per hour.

PARIS – Aug. 7, 2018 — Already well known in Europe and the U.S. for its form-fill-seal and fill-seal machines for dairy applications, Synerlink, a Barry-Wehmiller packaging company, is strengthening its presence in the Middle East and the Persian Gulf region.

“The yogurt market is booming in this region, and through our experience and capable teams, we have what it takes to meet the needs of our customers,” said Jad Skafi, Middle East Sales Executive at Synerlink. “Many different companies in the region are seeking a partner to help grow their production while the yogurt market is going at full tilt. Synerlink offers packaging technologies that allow production and filling of cups and bottles with equipment to help reduce production costs for our customers.”

Recently, Baladna, a large 20,000 cow farm in Qatar, put its trust in Synerlink to provide equipment for a brand-new production unit. Like other major industrial players in the international dairy market, Baladna has chosen to package its yogurt product in a conical thermoformed cup with a paper label, produced by a complete high-capacity form-fill-seal line equipped with fully integrated robotic end-of-line equipment.

Marmum, a regional player in the United Arab Emirates with an eye toward expansion, has chosen to install form-fill-seal machines for packaging its yogurt product (with and without fruit). “The company has chosen cups that are highly differentiated from the standard options seen in the market, including over capper installation,” said Skafi.

Though known for innovation and success in packaging yogurt, Synerlink equipment can package a wide variety of food products. Salads, hummus, eggplant caviar, fruit juices, strained yogurt from camel milk and kefir are all more specialized food products that can be packaged with Synerlink equipment lines. “We offer filling solutions for products with complex textures, such as cottage cheese and salads. Several opportunities for low- and medium-rate filling units are currently underway in the area,” added Skafi.

Moreover, Synerlink’s global offerings extend to industrial ends-of-line integrated behind the fillers, both for cups and bottles. Large international groups like Dannon, Schreiber Foods and PepsiCo have also put their confidence in integrated solutions for cup-sleeving, overpacking, boxing and palletization from Synerlink.

“We also have technicians who are native speakers of English, Arabic, French and Hindi, which helps serve our customers with easy and clear communication with their machine operators and the plant management team,” noted Skafi. “Having well-diversified technicians is a very important factor in quickly ramping up and training the teams.”

Synerlink is part of [Barry-Wehmiller Packaging Systems](#), which represents the collective capabilities of several Barry-Wehmiller companies, including [Accraply](#), [BW Flexible Systems](#), [BW Integrated Systems](#) and [Pneumatic Scale Angelus](#). BW Packaging Systems is a \$700-plus million business platform with more than 3,000 team members in 9 countries and 37 locations around the world. Through BW Packaging Systems, customers can find more than just a single machine, they can leverage the combined primary packaging, labeling and end-of-line packaging systems of each of the Barry-Wehmiller packaging companies.

ABOUT SYNERLINK

Synerlink, a Barry-Wehmiller Packaging Systems company, is a trusted supplier of fillers for dairy products, and other food and beverages, as well as a leader in the design and manufacture of state-of-the-art integrated packaging lines for ultra-clean, extended shelf-life and aseptic products. With a global approach to packaging design, project management and complete line testing before shipment, Synerlink ensures maximum performance warranty for our customers. The company’s complete packaging lines offer a broad range of solutions, including form-fill-seal lines and fill-seal machines (preformed cups), filling and dosing modules, and end-of-line robotic solutions, such as collating and overwrapping, picking, crating and palletizing. For more, go to synerlink.com.

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper-converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3 billion organization with nearly 12,000 team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company’s transformation in his book, [Everybody Matters: The Extraordinary Power of Caring for Your People Like Family](#). To learn more, go to barrywehmiller.com.