

## Viking Masek Introduces Innovative Packaging Machine to Pet Food Market



OOSTBURG, WI (May 2016) – Viking Masek Global Packaging Technologies has long been the industry leader in food packaging machinery, for humans that is. With the increase in specialty food products available for pets, innovative packaging solutions for pet food and treats have been in high demand. The new Rotary Premade Pouch Machine will be introduced to the pet food industry at the SuperZoo trade show in Las Vegas, NV at booth #13153.

Pet food companies are transitioning away from bulk multi-wall paper packaging to more compact flexible packaging, often choosing premade pouches with zipper closures. This transition away from paper packaging has many benefits, among them greater portability and convenience for the customer, and less product loss for the manufacturer because of the superior barrier and seal created with premade flexible pouches. Premade pouches also help with product differentiation and are a great canvas for marketing messages and graphics.

When it comes to filling premade pouches with product, doing so by hand can only take production so far. When product demand increases, a new product is added to the company's portfolio, or greater production efficiency is desired, pet food manufacturers must look to packaging automation. That's where the Rotary Premade Pouch Machine steps in.

Built for sustainability, this durable machinery boasts a space saving rotary design, with different bag size parameters and configurations available, as well as a single or dual pouch system set up. Built with 'stations' in a rotary formation, this machine is truly a sight to see in action as it grips, opens, fills, and seals custom premade pouches.

"Our new rotary premade pouch machine combines strength, sustainability, and innovative technologies into a compact, easy to use machine," comments company President Rick Leonhard. "It truly is the wave of the future in pet food packaging."

If your publication is interested in featuring Viking Masek's Rotary Premade Pouch Machine in an upcoming publication, please contact Danielle Ohl at [Danielle.ohl@vikingmasek.com](mailto:Danielle.ohl@vikingmasek.com) or call (920) 564-5051.

You can also connect with us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#), [Google +](#), and [YouTube](#).