

Integrated Ishida solution supports Chips Way's continued growth



Case Study / Chips Way

The latest snacks packaging technology from Ishida Europe has enabled a leading Serbian manufacturer to triple capacity and achieve a near doubling in efficiency to meet continuing growing demand.

Facts and figures



Chips Way have invested in three Inspira iTPS comprising three Ishida RV series 18-head multihead weighers mounted over six Inspira rotary bagmakers



The new snacks packing systems handle potato chips at typically 70-80 bags per minute



The Ishida iTPS are reducing giveaway by 2% compared to the previous packing system whilst the packing speed has increased by almost 100%



Chips Way can now pack in two shifts what it took six shifts to pack previously



Product changeover on the new equipment has been reduced from 20 to just 5 minutes per system and downtime for cleaning of all packing lines has been reduced from 4 to just 2 hours



Established in 1971, Chips Way is one of the leaders in the salty snacks market in Central and Eastern Europe, with its popular Čačanski čip and Gricko extruded snack brands sold throughout Serbia and ten other European countries. With production at its factory at full capacity, the company needed a fast, reliable and efficient solution to effectively handle its ever-increasing orders.

Through its Serbian agent CD System, Ishida supplied and installed three Integrated Total Packaging Systems (iTPS), each one comprising an 18-head Ishida CCW-RV-218 multihead weigher over two Inspira rotary snacks bagmakers with integral throat metal detectors. The fully integrated snacks packing systems deliver maximum efficiency, reliability and flexibility, with close-to-zero giveaway and film waste, and greater than 99% OEE (Overall Equipment Effectiveness).

"Ishida is a worldwide recognised brand and offers the best performance, quality and service, so they were the obvious choice to deliver the levels of performance that we required," said Luka Jovanovic, Chief Operating Officer at Chips Way.

At Chips Way the Ishida iTPS's are handling a wide variety of pack sizes from 20 to 280g. For a 40g pack, speeds are between 70 to 80 bags per minute (BPM) per bagmaker, which are well within the machine's top speed of 120 BPM for potato crisps. This additional performance capacity allows the company to increase packing speeds as demand continues to rise. Pack accuracy and consistency have also improved with the Ishida iTPS reducing giveaway by 2% compared to the company's previous packing system.

As a result of the improved efficiency, Chips Way can now pack in just two shifts what it took six shifts to pack using the company's previous equipment, with increases in packing speed per kg by almost 100%.

The Ishida machines are in operation for two eight hour shifts each day. The RV multihead weighers are able to gently handle light and fragile products at high speeds, which are coated with nine different seasonings. With up to three product changeovers required per shift, another major benefit of the iTPS is the quick and easy way in which these changeovers can be carried out.

"A product changeover on the Ishida's takes just five minutes, whereas on our previous machines it could take as much as 20 minutes," said Luka Jovanovic. "In addition, the changeovers had to be carried out by technically trained personnel, whereas on the Ishida, only the forming set needs to be changed and this can be undertaken by the line operator."

Cleaning has also delivered further time savings, with Chips Way reporting that the regular daily clean after the two shifts now taking just two hours downtime, a 50% downtime saving compared to the previous machines. Similarly, the ease of operation of the iTPS has freed up time in the Maintenance Department as routine tasks can now be carried out by line personnel.

With a diverse product range, the versatility of the Ishida iTPS has also given Chips Way the flexibility to respond quickly to changing customer orders and requirements.

"For us, the speed and reliability of the Ishida iTPS, its precision weighing and packing and its ease of changeover and cleaning, are all huge benefits," concluded Luka Jovanovic.

"The machines have provided the foundations for our continued growth, and we will be looking to invest in additional equipment as we seek to further develop our product portfolio."



The customer

The Chips Way factory in Čačak opened in 1971 and, at the time, was the first and only Serbian-based snacks manufacturer. Since then, the company has continued to expand its production facilities and manufacturing plants, opening up new markets and gaining new customers thanks to its high quality and diverse range of products. Continual investment in the latest technology and ongoing production process improvements have made Chips Way one of the leaders in the salty snacks market. Today the company employs over 180 people and has a turnover in excess of 20 million euros.



The overview



Established in 1971, Chips Way is one of the leaders in the salty snacks market in Central and Eastern Europe



The fully integrated snacks packing systems deliver maximum efficiency, reliability and flexibility



Ishida is a worldwide recognised brand and offers the best performance, quality and service, so they were the obvious choice



For a 40g pack, speeds are between 70 to 80 bags per minute (BPM) per bagmaker



Pack accuracy and consistency have also improved with the Ishida iTPS reducing giveaway by 2%



Improved efficiencies have increased packing speeds by almost 100%



The RV multihead weighers are able to gently handle light and fragile products at high speeds



A product changeover on the Ishida's takes just five minutes, whereas on our previous machines it could take as much as 20 minutes



On the Ishida, only the forming set needs to be changed and this can be undertaken by the line operator



Cleaning has also delivered a further 50% downtime saving



The versatility of the Ishida iTPS has given us the flexibility to respond quickly to changing customer orders and requirements



The machines have provided the foundations for our continued growth and we will be looking to invest further

Speak to an Ishida expert

Every business has its own challenges; ours is to help you overcome yours. Working smarter, faster, together, we can help you achieve higher standards and get your products retail ready quicker.

[Make an enquiry](#)