

# ISHIDA FLEXIBILITY CRITICAL TO PET FOOD SUCCESS

## Case Study **Chamel**

### Facts and figures

- » Chamel currently offer around 300 product lines exported to 35 countries.
- » With so many different products, fast and efficient changeovers are essential for Chamel.
- » The SE weighers installed, three 14 head and one 10- head model - are in operation for up 16 hours each day and have proved extremely reliable.

The flexibility and versatility of Ishida's entry-level SE multihead weighers have enabled Chamel bv, one of the Netherlands' leading pet treat manufacturers, to deliver on its key promise to customers – “you ask, we produce!”

Founded nearly 12 years ago by entrepreneur Harry Kleine, Chamel specialises in delicious high-quality treat products for dogs and cats made using only the finest ingredients.

### Challenge

The company currently offers around 300 product lines exported to 35 countries, supplying both private and white label and in bulk, as well as under its own Pet Rewards label. In particular, Chamel is committed to being able to respond quickly and creatively in developing new products to meet specific customer requirements.

For this reason, the company needed a weighing solution that could cope with a huge range of target weights (from 7g to 10kg!) and pack formats – including zipper and block bottom bags and plastic tubs and pots – while offering fast changeovers and excellent accuracy and reliability.

### Solution

Chamel prides itself on the high quality of all its products. Pack consistency is an important part of this and the Ishida weighers are delivering pinpoint accuracy, with average giveaway of less than 1% across all target weights. Speeds are wholly dependent on the filling system and pack type so the top speed of the SE range – up to 90 packs per minute – is more than sufficient. For the packing of 7g sachets for a pet advent calendar, the weigher is running at around 60 packs per minute.

With so many different products, fast and efficient changeovers are essential and the pre-sets on the Ishida multiheads enable the requirements for each individual product setting to be quickly called up on the remote-control unit (RCU).





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The intuitive operation of the weigher's RCU and the availability of instructions and prompts in different languages also ensure ease of operation. The SE weighers – three 14-head and one 10-head model - are in operation for up to 16 hours each day and have proved extremely reliable. “We have never had any problems with any of the weighers,” confirms Chantal Kleine of Chamel. In addition, as part of its commitment to quality, Chamel's factory operates to the highest hygiene standards, including a thorough clean-down of the weighers at the end of each shift. Thanks to the Ishida CCW-SE's easy-clean design, with simple to remove and interchangeable hoppers, Chamel reports that this can be carried out in only 10-15 minutes.

Hary Kleine established his first business at the age of 15 and as well as his pet food operation is also a specialist in meat products. He purchased his first Ishida multihead for his meat company in 1998 and has continued his working partnership with the company ever since.

“Just as we set great store by quality in all our businesses, so we look for the same from our suppliers, and when we get this we stay with these companies,” he explains. “We have always been pleased with the high levels of performance from our Ishida weighers and the excellent service and fast-response support we receive.”

“For our requirements at Chamel, the SE weighers have proved the ideal solution. They are extremely reliable and accurate and able to handle anything that we ask of them. With these weighers, everything is possible, and this means we can meet our customer promises and continue to deliver the highest quality products and service.”

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Based in Hoogeveen in the Netherlands, Chamel BV's mission is to make high quality treat products for both dogs and cats, fulfilling the needs of pet owners who want the very best for their pets. As a family run business, the company is able to adapt quickly to the requirements of its customers and is continually investing in its quality technology and environmental processes. In 2018 Chamel was named as one of the fastest growing companies in the Netherlands in the Financial Times FD Gazelle Awards.

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