

case study

tna helps premium snack manufacturer boost production capacity



Premium snack manufacturer Burts Snacks Ltd has dramatically increased production capacity at its Plymouth, UK manufacturing site, enabled by the installation of the latest high-speed seasoning and packaging system from [tna](#).

The new system has enabled Burts to maximise throughput to meet growing demand, and inject flexibility into the existing packaging process, while maintaining the highest level of product quality.



a [tna](#) case study

background: a growing demand for premium snacks

Based in Devon, United Kingdom, Burts has more than two decades of experience crafting premium, hand-cooked British potato chips. Burts' key mission is to make delicious, authentic snacks for people who appreciate good food as much as they do, and the company has been independently praised for its great taste and outstanding quality. Using Red Tractor approved potatoes from local growers, the crisps are made with authentic flavours, often featuring ingredients locally sourced in Devon, and absolutely free from MSG, artificial colours, artificial flavourings, and hydrogenated fat.

Since the installation of Burts' very first seasoning and packaging system in 2006, tna has been by the company's side, providing additional systems as Burts continued its impressive growth. The latest installation of a ninth seasoning and packaging system at the company's expanded production facility in Plymouth, continues the strong partnership.

challenge 1: increase factory output

As one of the UK's fastest growing independent snacks companies, Burts needed to further increase output to meet growing sales demand. Running 24 hours, 6 days per week, with over 100 SKUs, the company needed equipment which was easy to set-up, operate, and change-over to allow for the many different product types produced at the factory.

Reliability of the new equipment was also a must as with tight production schedules it was crucial the equipment required little maintenance to reduce downtime.



solution

The premium crisp manufacturer opted for a tna intelli-flav[®] OMS 5 on-head seasoning system and their ninth tna robag[®] vertical, form, fill and seal (VFFS) packaging solution to be added to their twin-lane tna roflo[®] HM distribution lines. This combination offers gentle product handling, flexibility, consistent seasoning, and high-speed, high-quality packaging.

The high-speed bag maker features the world's shortest vertical product transfer from the scale to the pack, helping Burts to maximise machine output whilst minimising product rejects. Operators can easily switch from one bag size to another on the same packaging line thanks to the lightweight formers. While tna's patented unload assist feature alongside auto-connect, one-touch recipe change functions and a twin film spindle has allowed Burts to maximise OEE with faster product changeover times.

Furthermore, as operators were already comfortable working with **tna** equipment, operations were simplified post-installation as there was no downtime involved for training.

John Joseph, Operations Director, Burts said:

“In the early days of Burts we invested in our first **tna** seasoning and packaging system as it had a great reputation for reliability. For three years we ran the factory’s entire production output through this one system which contributed greatly to the growth of the company. When it was time to expand our fleet of equipment after three very successful years, it was an easy decision to partner with **tna**.”



challenge 2: flavour flexibility

Burts’ plethora of delicious flavours, including Guinness; Chilli & Lime; and Maple Pigs in Blankets, packed in a wide range of bag sizes and multi-packs, meant a flexible packaging solution was crucial as often multiple flavours are packed from one batch cook.

solution

To maximise flexibility, Burts opted for **tna**’s intelli-flav[®] OMS 5 which seasons product directly above the packaging system. The system incorporates tool-less changeover for all contact parts. Changeovers can be completed in under three minutes – significantly minimising downtime by allowing Burts to rapidly change between different flavoured products.

challenge 3: delivering premium quality

With a true passion for delivering the highest product quality, Burts aim to make every bite a great tasting experience by delivering “real taste, proper crunch”. Helping them deliver on their promise for quality is the seasoning behind each bite.

solution

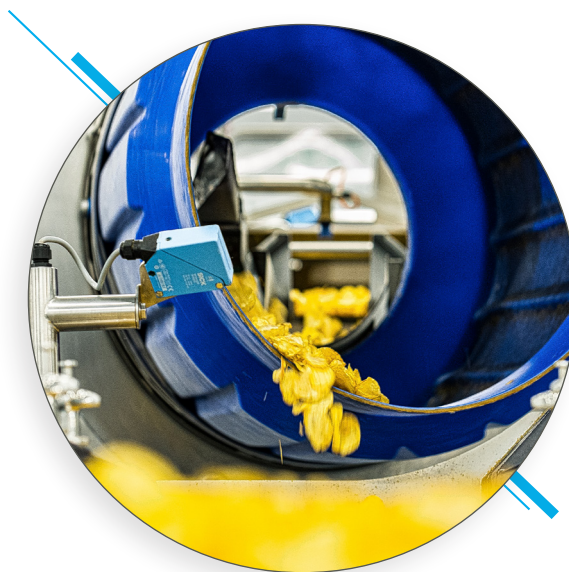
tna's intelli-flav® system precisely controls the seasoning application within the flavouring drum, thanks to a responsive variable-mass seasoning system with a dynamic vibratory conveyor. This enables an accurate, proportional amount of seasoning to be evenly applied for consistent coverage and flavour dispersion, helping Burts to deliver on their promise for quality.

A long-term partnership

John comments: *"We place a huge emphasis on choosing the right suppliers and developing partnerships that can contribute to our company's success. We've had a commercial relationship with tna for 16 years, so we're incredibly familiar with the brand and have seen first-hand the benefits of their cutting-edge solutions, which deliver unrivalled speed, performance, and reliability.*

Their high-performance solutions have proven robust, reliable and have enhanced our manufacturing capabilities, helping us expand operations. We are extremely pleased with the new installation and are confident that the new equipment will continue helping us cope with growing demand and meet our long-term goals."

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tna is a leading global supplier of integrated food processing and packaging solutions with over 40 years of industry experience and 14,000 systems installed across more than 120 countries. The company provides a comprehensive range of products including materials handling, processing, cooling and freezing, coating, distribution, seasoning, weighing, packaging, inserting and labelling, metal detection, verification and end of line solutions.

tna also offers a variety of production line controls integration & SCADA reporting options, project management and training. tna's unique combination of innovative technologies, extensive project management experience and 24/7 global support ensures customers achieve faster, more reliable and flexible food products at the lowest cost of ownership.