



a **TNA** case study

10 packaging systems rapidly installed

TNA helped Frimax restore production back to full capacity, minimising unexpected downtime, with the installation of ten replacement high-speed packaging systems after a devastating flood.



savoury snacks

Founded in Pietermaritzburg by three brothers in 1982, Frimax has grown to become a household name in South Africa while remaining a family-owned company. Today, Frimax is a major player in the multibillion-rand potato and corn snack manufacturing sector in South Africa, supplying both large supermarket chains and independent shops across the country - as well as exporting across the continent.



challenge 1.

unforeseen flood derails production

Frimax faced a significant challenge in April 2022 when its 12,000m² factory near Durban was hit by a devastating flood which saw the factory submerged under 5ft of water, causing extensive damage to equipment and putting an abrupt halt to production. The resulting water damage meant that all electronic equipment had to be replaced, including the packaging systems supplied by TNA. With the factory normally operating 24-hour production lines, a timely response was critical to get production back up and running

as fast as possible. Any downtime would have a significant impact on the company's ability to meet customer demand, especially considering the high volume of products being produced continuously each day.

This presented a significant challenge due to the size and complexity of the Frimax operation – coupled with supply chain issues caused by the Covid-19 pandemic.

solution 1.

TNA supports Frimax to get production back up and running

With Frimax's emphasis on quality and its increasing efforts to bolster production, it was critical for the company to restore full capacity, and fast. TNA adapted quickly to this unforeseen situation to provide Frimax with ten robag® 3e Vertical Form Fill and Seal (VFFS) packaging systems to replace the damaged equipment and ensure operational downtime was kept to a minimum.

The high-performance systems are known for delivering the fastest snacks packaging speeds in the industry, reaching top speeds up to 250 bags per minute on a variety of snack types, and perfect for the huge range of snacks offered by Frimax. Coupled with existing TNA distribution systems, the new machines have been essential in bringing the Frimax's plant up to capacity after the devastating flood.

Shamir added: "During the interim period between replacing the machines, having a dedicated service engineer on hand was incredibly helpful, as they were able to identify and resolve any issues that arose, minimising any further downtime. We were fully supported by TNA throughout this critical period and we couldn't have asked for a better partner in our recovery efforts."

"We have been impressed with the TNA team's swift response and impeccable service to supply and install multiple packaging machines, despite the added pressure of Covid. Their adaptability in this unforeseen and challenging situation was exceptional, and their dedication to meeting our tight timelines and ensuring minimal disruption to our operations speak volumes."

– Shamir Essa, Frimax Director



challenge 2.

reducing packaging waste

Reducing packaging waste has always been high on the agenda of snack producers, but is becoming even more so with the increasing costs associated with recycling.

solution 2.

utilising robag technology

When packaging waste is contaminated, it becomes more difficult and expensive to recycle. One of the unique features of the robag® 3e is its ability to increase throughput while minimising waste – to as low as 0.1%. This is enabled by TNA’s innovative stripper tube closer and advanced film control, which effectively clears product from the sealing area.

By utilising this technology, Frimax has halved its film waste, allowing the company to reduce its carbon footprint, whilst allowing them to add to the bottom line through reduced material costs.

a trusted partner

With a self-supporting office in Johannesburg and two local technicians available on-site within 48 hours, Frimax can be assured of quick resolution of any future technical issues that may arise with their equipment.

TNA’s helpdesk can be contacted any time, which means that Frimax can access support whenever they need it, even outside of regular business hours. This is particularly beneficial in emergency situations, where issues need to be resolved quickly.

TNA solutions is a global leader in food processing and packaging solutions, committed to helping people succeed responsibly in a changing world. With over 40 years of experience, TNA’s global team of experts have installed more than 14,000 systems in over 120 countries. The company creates and sustains solutions that help customers realise goals and exceed their expectations, with performance, responsibility, and a customer-centric approach at the core of the business. A collaborative, consultative approach ensures measurable results and lasting success, with solutions designed to evolve and perform over time.

As an inclusive partner, TNA supports a growth agenda that goes beyond business, emphasising its commitment to people, prosperity and the planet in harmony. TNA is a powerful advocate of social justice, and aims to support children in disadvantaged communities through education, healthcare, and social enterprise programmes, through the humanitarian initiatives undertaken by the Nadia and Alf Taylor Foundation.



“Our robag® 3e is an excellent example of how technology can be used to help manufacturers reduce packaging waste and improve their sustainability efforts – while simultaneously maximising productivity”

– Simon Hill, TNA Packaging Solutions Specialist

