

Atlanta, Florida and Nevada... from Spain



Top technologies do not only come from America; Spain also implements highly innovative automation equipment for its machines. “Atlanta”, “Florida” and “Nevada” are some of the packaging machines developed and produced by the Spanish company ULMA Packaging.



Located in Oñati, in the northern part of the Iberian Peninsula, in the middle of Bask Country, ULMA Packaging is part of the Grupo ULMA, one of the strongest industrial groups of the region. Founded in 1956 as a maintenance and services company for the local chocolate industry, the company developed into an OEM packaging manufacturer a few years later (1961). Nowadays, ULMA Packaging is one of the main players in the packaging industry market. It has an organization model based on four Business Units: Food Packaging, Non-Food Packaging, Supermarkets and Engineering. These result in a wide range of machines: Stretch Film, Horizontal Flow Pack, Thermoforming, Thermosealing, Shrink and Vertical Flow Pack. This multi-line offer, unique in the world, makes ULMA Packaging a unique company and allows it to create innovative applications, which are adapted to customer needs.

Research, development and production are located in Oñati and Logroño. Sales and services are of-

fered by subsidiaries and distributors in 40 countries all over the world. The total turnover in 2005 resulted in 85 million euros with a total of 652 employees.

Just recently a new R&D and production building was inaugurated in order to meet the increasing technological demand planned for this market for the coming years.

Long standing partnership

Cooperation with B&R started in 1995 through Larráiz Electrónica Industrial. At that time, this was the only B&R representative in Spain. However, direct contact with the Austrian B&R headquarters has always been a fundamental part of the relationship between ULMA Packag-



ing and B&R itself. Technical training and competent support have always been offered both from the local distributor and from Austria directly.

The first application was developed with a B&R "black line" control system. Since then, the partnership never stopped growing, meaning that the number of applications and machines equipped with B&R products has become larger and larger. Nowadays, the complete range of B&R products is utilized in several ULMA Packaging machines: Power Panel displays with integrated controllers, remote I/O systems, industrial PCs and ACOPOS servo drives are combined to equip machines with innovative automation solutions.

The scalability of B&R products fits well in the ULMA Packaging products range: therefore, small machines use a Power Panel PP15, mid-sized machines are equipped with Power Panel PP200 and whenever Windows-based visualization is required, B&R Industrial PCs represent the optimal solution.

Maximum flexibility

Furthermore, thanks to the openness of the B&R platform, automation equipment from other manufacturers is combined on the automation network via CANopen or other standard field bus systems.

Finally, the flexibility offered by the motion technology used on B&R ACOPOS servo drives is a key factor for ULMA Packaging.




"B&R offers us the flexibility and the technological level needed for our machines. This makes our Packaging machines extremely competitive and successful."

Josu Ugarte
Head of R&D electronics
ULMA Packaging

The possibility to access and configure all motion parameters dynamically combined with powerful servo drive CPUs is unique on the motion market. Software integration using Automation Studio handles the rest.

"In B&R, we find the flexibility we need in order to adapt standard products to our particular machine constellation" said Josu Ugarte, head of the R&D electronics department of ULMA Packaging. "We have direct contact with B&R, even with the individual Product Managers if required: whenever a problem arises, we always get appropriate support and a quick solution from B&R. Therefore, flexibility applied to technologically advanced products is just what we need."

"At ULMA, all of the application software is developed by our R&D department because we want to maintain knowledge within the company. Since the begin of our collaboration, Larraioz and B&R provided us with professional support, training and

knowledge transfer, allowing ULMA Packaging to get full control of B&R products and to achieve maximum performance from the hardware. Thanks to this kind of collaboration, our R&D department is in the situation to autonomously develop powerful application software using standard B&R software libraries available in Automation Studio." 

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