

**Introducing Elitron digital cutting system, the Polish company increased its production capacity of boxes and displays for small and large retailers.**

## **Through dual-head Kombo TH, Kraft-Box digitizes packaging production**

Translated from an article of Lorenzo Villa, Italia Publishers

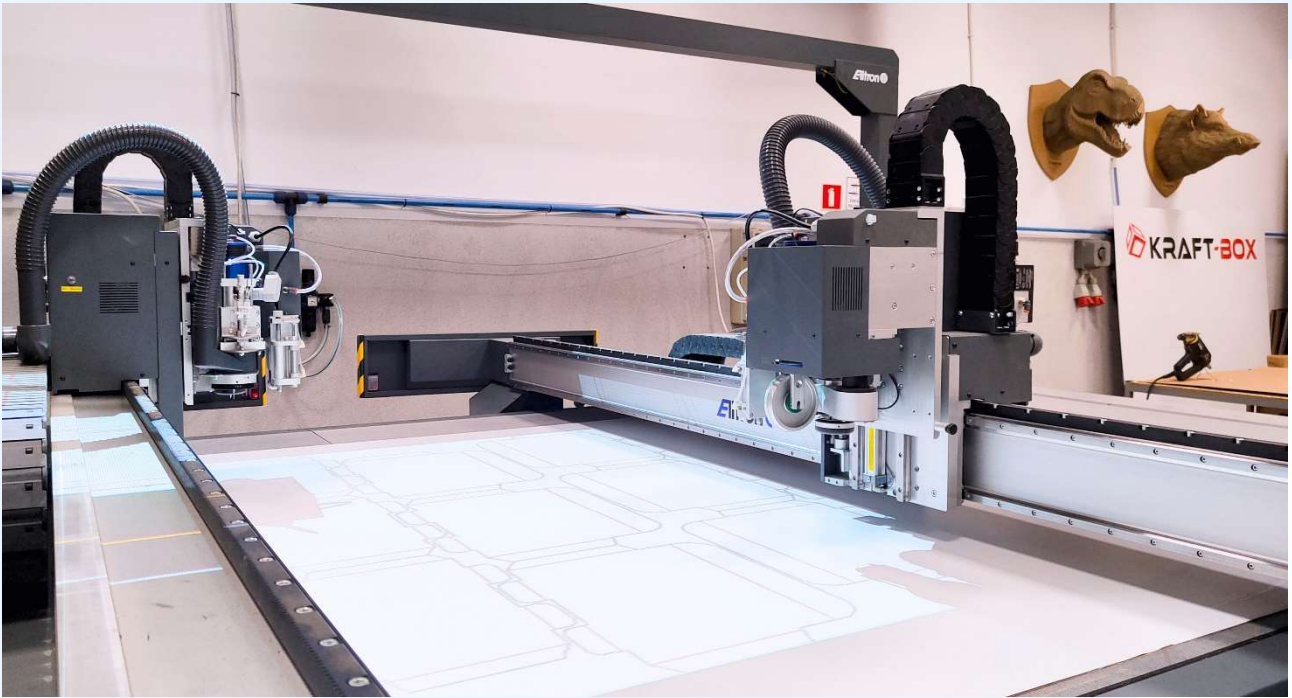


The story of Kraft-Box is somewhat unique. The main protagonist, both in the preface and in almost every chapter, is the young founder and owner of the company, driven by passion, a desire for entrepreneurship, the ability to solve complex problems, and a willingness to acquire new skills constantly. Born in west-central Poland into a family of tomato growers, Jolanta Korzeniewska earned a second degree in business management and began studying the fruit and vegetable packaging industry after studying agricultural science.

"Between 2000 and 2010, vegetables started to be packaged in spartan corrugated trays," Korzeniewska says. "I had the idea of creating a company to design and produce more practical, beautiful, sustainable, and recyclable packaging."

Korzeniewska founded Kraft-Box in 2005 to provide innovative corrugated trays, but she immediately encountered a shortage of technologies fit for purpose. So, the entrepreneur explored the range of packaging machinery on offer and bought some from Italy's SACMI Packaging, for which she will become a distributor for Poland. From its first fruit and vegetable packaging solutions, Kraft-Box's offering soon expanded to machines for gluing corrugated boxes. In 2017, the company also invested in a CNC milling department to build mechanical

parts for third parties. In 2015, Kraft-Box introduced its first digital printer and, in 2022, installed an Elitron Kombo TH digital cutting system with dual cutting heads.



## A "smart" packaging creator for demanding customers

Building on its multidisciplinary expertise, over the past decade, Kraft-Box expanded its corrugated packaging offerings to different sectors, facing competition from industry bigwigs and qualifying as a full-cycle fulfillment partner. Among its customers, the company counts several large-scale retail groups, including Jerónimo Martins, Lidl, and Netto, as well as small and medium-sized retailers.

"Our products fill the shelves of supermarkets and hundreds of local markets," Korzeniewska explains. "Although the fruit and vegetable market continues to dominate, we are overgrowing in the design and production of packaging for meat, dairy, and confectionery."

In recent years, to cope with increasingly complex demands, Kraft-Box established a research, development, and design department and hired graphic designers and designers with specific skills in 3D CAD software.

The desire to pander to the growing demand for customization, and contribute to the design processes of seasonal corrugated packaging, prompted Kraft-Box to invest in new digital printing and die-cutting technologies.



## **Creativity, agility, and all-digital production**

Introducing a Durst Rho Pack 700 hybrid inkjet UV printer enabled Kraft-Box to diversify its offerings with on-demand printed packaging and full-color graphics, gaining a competitive advantage over traditional box manufacturers. Using digital cutting technology,

the company is among the first in Poland to present customers with a realistic prototype that can be tested and modified in real-time, and deliver small and medium batches of die-cut packaging quickly. A dynamic and creative approach sparked the interest of brands and packaging designers and set the stage for sustained growth.

"We have developed a strategy that has enabled us to expand customer services, increase turnover and margins, hire new employees, and open new production space," Korzeniewska says. "Our customers know that the success of their product is based on attractive packaging, and today, thanks to our technologies, people, and expertise, we are almost always able to exceed their expectations."

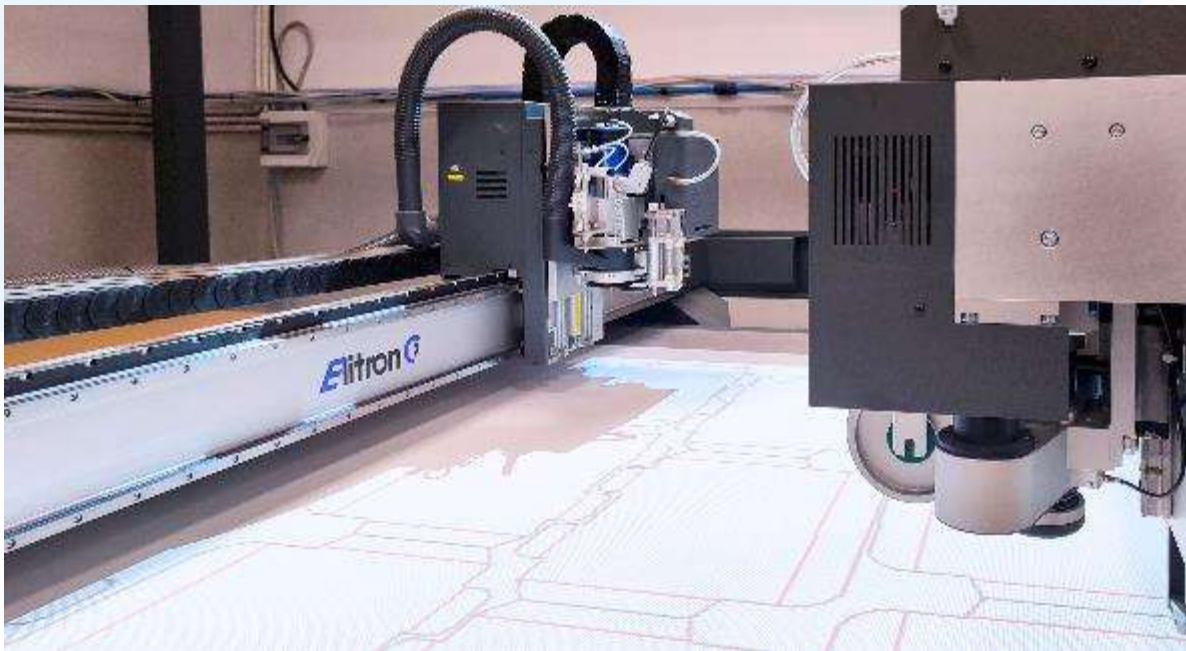
Despite increased efficiency, unstoppable order growth led Kraft-Box to capacity saturation, prompting ownership to consider new investments in digital die-cutting.

## **Kombo TH introduces new levels of automation and ease of use**

After a series of tests of the most advanced and productive digital cutting and creasing systems, Kraft-Box turned to LFP Industrial Solutions, its long-standing supplier, and focused on the Elitron Kombo TH 31.20 cutting system, equipped with a 3,150x2,050 mm worktable (with 40 vacuum zones) and two independent cutting heads. Thanks to its unique architecture, the machine can perform the same cutting and creasing operations simultaneously in two table zones, significantly increasing productivity.

In addition, thanks to the patented Seeker System vision system, and a video projection device, Kraft-Box operators can freely position the printed corrugated sheets on the cutting table, and start processing without worrying about pre-loading cutting files and detecting registration marks.





"Since we installed Kombo TH, we are faster and more competitive. We are also impressed by its ease of use and the huge range of options it offers," Korzeniewska says. "The operators appreciate the software and the system for visualizing the cutting and creasing lines on the sheet before processing. Thanks to the Elitron technology, we have all but eliminated errors and remakes."



**Jolanta Korzeniewska**

CEO of Kraft-Box

*"As soon as volumes dictate, we are also ready to automate the loading and unloading of Kombo TH and purchase a second unit."*

Kraft-Box uses Kombo TH intensively to die-cut different types of cardboard, single, double and triple wall. In addition to fruit and vegetable boxes and trays, the company has expanded its business into corrugated cardboard displays and furnishings.

With the wide range of cutting tools available, it is also preparing to further diversify its offerings with new materials and products. Crucial in this regard is the collaboration with LFP Industrial Solutions and Elitron, with whom Kraft-Box has embarked on a journey of coaching and training, as well as testing, research, and development of new applications.

**More productivity and automation for a digital future**

High quality and production capacity in digital die-cutting translate into increased orders and turnover for Kraft-Box. The company currently uses Kombo TH for 12 hours daily but plans to expand its operation to two shifts in the coming months. On both the print-

ing and digital cutting fronts, Kraft-Box is already preparing for new investments, which will be driven by uncompromising quality and automation criteria.

"With our partners at LFP Industrial, we are considering the purchase of a new high-performance Durst printer," Korzeniewska concludes. "As soon as volumes dictate, we are also ready to automate the loading and unloading of Kombo TH and purchase a second unit."

Driving Kraft-Box's business is its ability to shape customers' ideas, from packaging to point-of-sale materials to interior decoration and events, always under the banner of small quantities, heightened customization, and eco-sustainability. Among others, the company achieved FSC, BRC Global Standard, ISO 14001:2015 environmental certifications, and ISO 9001 for its quality management system. Furthermore, under its "Bio Innovations" program, Kraft-Box is committed to researching new materials and production methods to reduce the environmental impact of packaging.