



Wienie-Pak

## Wienie-Pak: A Story of Tailor-Made Success

## How did it come about?

The idea came up when a Mexican customer said, "I want to preserve the color at the surface because final consumers don't like buying decolored products." Our sales manager in Mexico, Héctor Gallegos, immediately responded to the request with the idea of using our standard red solid-color casing instead of a competitor's red transfer-color casing, which would lose color over time. This development was more beneficial because changing the casing could also keep the shop floor and operators' clothes clean. For the customer, it would also mean significant savings. The existing technology allowed us to make this test because the customer was used to dipping sausages into a red pigment before cooking. It looked very easy at first, but the new development eventually called for a lot of resources from our Lommel and Brno plants.



## How did it continue?

The first sample shipped to the plant was taken from our standard Wienie-Pak portfolio. With this sample we were able to determine the correct casing construction, length and proper closure. Unfortunately, the casing didn't conceal all of the emulsion particles, and after cooking some fat was still visible through the casing. The customer found that to be unacceptable.

The second step took place at Lommel R&D. Kim Luyckx and Naomi Bongaerts found a new pigment supplier and came up with a few samples having different color concentrations. At that point, we thought about running an internal test in Brno to simulate the same production conditions as our customer had. Thus, we realized that our canteen pots were the best tool to use. The customer shared the exact pigment concentration, cooking time and temperature of the solution into which the sausages were dipped after stuffing. Together with Vladimír Ševčík and Libor Javořík, we tested a few of the samples received from the Lommel plant and checked for the visibility of fat through the casing after cooking.



## Wienie-Pak Success

The best sample was chosen, shirred and shipped to Mexico for the customer's test with their emulsion, equipment and cooking process. The casing looked extremely good after cooking, and all of the emulsion components--including the fat--were concealed. Subsequently, the customer put sausages on the shelf and checked them daily for a total of 40 days. The color remained unchanged, and ViskoTeepak received the first official order for two million meters.



This tailor-made product showed that the time taken to develop new ideas brings success and new experience combined with new orders and generally satisfied customers. Furthermore, the experiment opened the door to the purchase of other Wienie-Pak products by the customer, increasing our overall sales in Mexico.

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