

Bio-Tech Pharmacal Goes Automated with the Help of PACK EXPO

Seeking specific solutions in Chicago? Here a packaging professional shares how a previous PACK EXPO provided an answer to their packaging needs, right on the show floor.

How do you adjust your packaging line when order volume triples in a few short years? The following is one manufacturer's story of increasing automation in order to keep pace with rising demand:

Challenge: *Finding the right equipment to automate our production line to package over 130 different hypoallergenic products that would fit seamlessly into a small manufacturing facility.*

Solution: *Incorporating new technologies that combine speed, flexibility and a small footprint, ultimately cutting bottling time by 60 percent.*

"Bio-Tech Pharmacal, Fayetteville, Ark., a manufacturer of high quality hypoallergenic products and nutraceuticals, has been serving health conscious consumers for more than 28 years. Since its inception, our company has steadily grown to include a wide range of products.

Marti and Dale Benedict, owners of Bio-Tech Pharmacal, founded the company after seeing a lack of purely hypoallergenic nutraceuticals and pharmaceuticals on the market.

The Benedicts launched the company in 1985 with a mission to serve

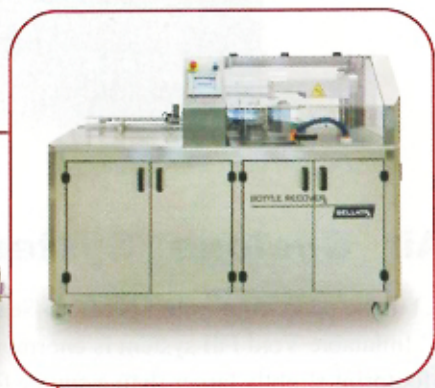
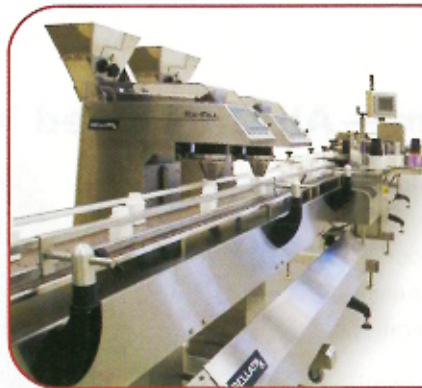
consumers with similar allergy and dietary restrictions. As word spread about Bio-Tech Pharmacal's products—all of which are free of dyes and coloring—orders began to steadily increase.

The past three years have been particularly significant in terms of growth. Our order volumes have tripled since 2007. Today, Bio-Tech Pharmacal offers over 130 different hypoallergenic products. We cur-

and wholesalers. We have also introduced a direct sale component for consumers, with products available by phone and online.

The spike in product demand made it clear that increased automation needed to be introduced to our production facility. Some of our more popular product lines were being produced in volumes of three million capsules per month.

From the beginning, we had relied on a largely manual filling process, and it was taking us too long to go from the initial ordering stage to fill-



In 2008, Marti, Dale and I traveled to PACK EXPO International in order to find the technologies that would help us keep pace with the high volume of orders.

rently have 17 full-time employees, who fill orders from our 7,500 square foot manufacturing facility and distribute them worldwide to clinics, pharmacies

ing the bottles and getting them out the door. Additionally, as orders increased, we needed the capacity to fill and ship greater amounts of product. ▶

