

We Seal



recyclable



We Seal

We're recyclable

We're safer

We're resealable

Contenidos

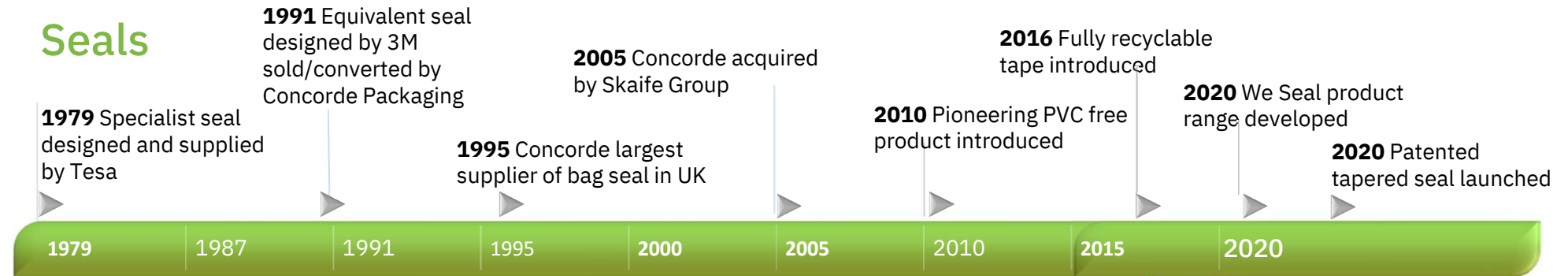
- ¿Quién es We Seal?
- Las Máquinas
- Los Sellos
- Case Study
- Soporte




Our History

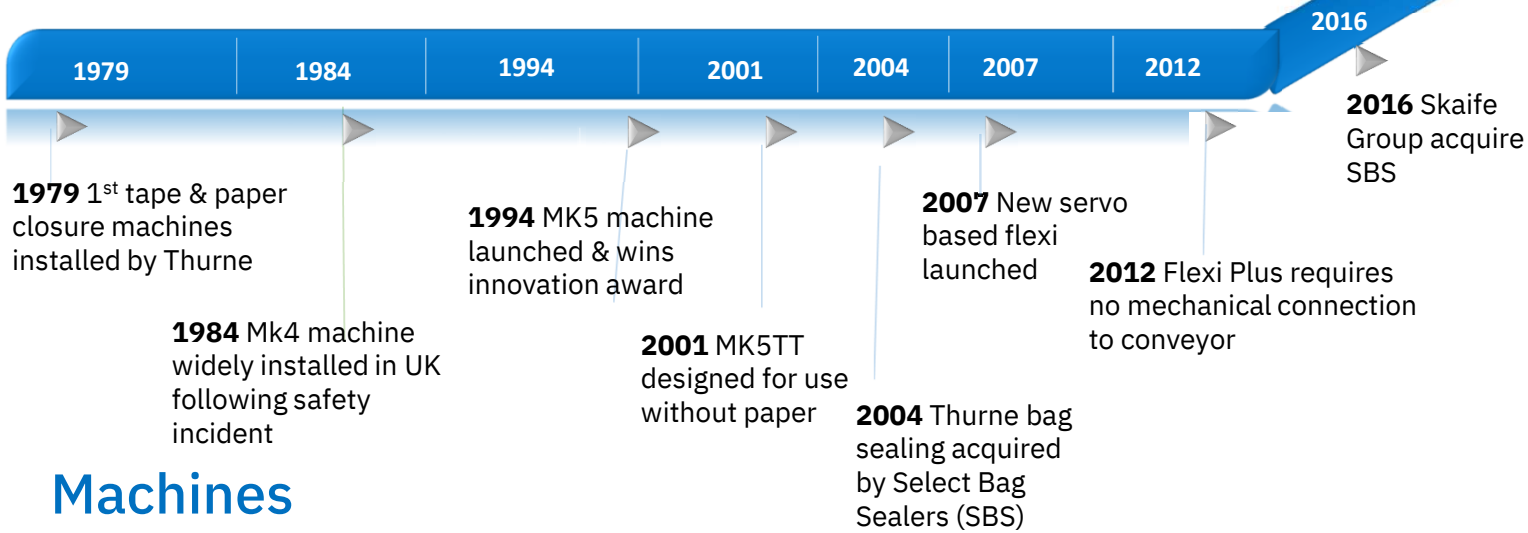


Seals



 **2020** We Seal established as new company name

Machines



We Seal en UK

95% de los
fabricantes de
pan de U.K.
confian en
We Seal



We Seal®



We Seal en el mundo



Las máquinas

Flexi Plus

- Hasta 65 bolsas por minuto
- Corte en ángulo (patentado)
- Customizable con
 - Altura ajustable,
 - Sensores control de calidad
 - Impresora térmica
- Construidas para trabajo industrial
- HMI intuitivo
- Altos niveles seguridad : PLD, Sistema compliance, CE.

Consistent **Repeatable**
Accurate automation

We Seal





Flexi Plus

Professional Sealer

- Hasta 30 bolsas por minuto
- Corte en ángulo (patentado)
- HMI intuitivo
- Altos niveles seguridad : PLD, Sistema, CE.



Consistent Repeatability
Accurate automation

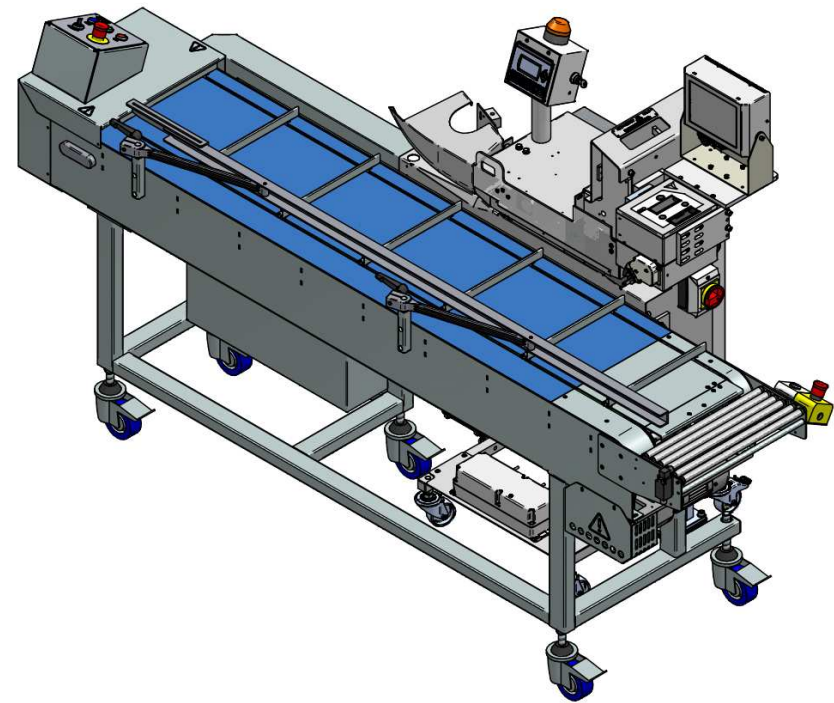
We Seal[®]

**The resealable, recyclable
bag seal experts.**

Impresoras & Transportadores



**ZODIAC
HAWK**





Todo esta en
El sello





We Seal

Revolucionario sistema de cierre

Desarrollado y fabricado por nosotros:

- Resellable
- Seguro en caso de ingesta accidental
- Metal detector friendly
- Imprimible
- Reciclable
- Facil Apertuta
- Adhesivo para alimentación

Innovative
Sustainable Revolutionary

RESELLABLE

(una y otra vez)

We Seal

We Seal[®]

The resealable, recyclable
bag seal experts.

We Seal

Sin riesgo ahogamiento



Plastic clip Health Concerns

In the UK – 1980's child death resulted in virtual 100% move away from plastic clips almost overnight

MailOnline

Issues in Australia and NZ appear in UK press

Man who accidentally swallowed bread bag clip spent two months in agony before it was found stuck in his **INTESTINE**

Adelaide hospital staff found the clip attached to the wall of the intestine

It had caused obstruction and swelling to the man's bowel

His case is used in a paper pleading for a material change to the clip

15th May 2014

University of Adelaide Professor Maddern wrote a paper:

He said the bread clip was overdue for a redesign. Using starch means the clip would dissolve if swallowed and would prevent the need for surgery which is life-threatening for some people. 'We have to operate on them because the bowel is blocked and twisted, and if we don't the bowel will burst and the patient will certainly die,' Professor Maddern said.

Because bread bag clips are normally radiolucent, they are impossible to discover when accidentally ingested, so diagnosis is difficult unless the patient remembers the incident. The shape of plastic bread bag clips is unique and can result in a trap-like effect, which prevents easy removal once ingested. (researchgate.net 2020)



Metal detector friendly

Para incrementar

- calidad
- seguridad
- garantías



We Seal sellos 100% reciclables



EU Plastics Strategy 2025 (ver anexo final)

https://environment.ec.europa.eu/strategy/plastics-strategy_es

We Seal



Impresión de calidad

- Informa de todo lo importante
- Añade un QR
- Refuerza tu marca



YOUR BATCH
INFO HERE

YOUR MARKETING
MESSAGE HERE

BEST BEFORE DATE
DD/MM/YYYY

THERMALLY PRINTED,
NO INK REQUIRED





CUSTOMISABLE WITH
A CHOICE OF COLOURS

PRINT AREA UP TO 53X10mm
AND QR CODE FRIENDLY



¿Cómo nos comparamos?



		 Plastic tag	 Twist tie	 Metal clip
Resealable	YES	YES	YES	YES
Number of seals per reel	27,000+	~5,000	~10,000	~10,000
Safe <small>(if accidentally swallowed)</small>	YES	NO	NO	NO
Metal detector friendly	YES	YES	METAL TWIST - NO PLASTIC TWIST - YES	NO
100% Recyclable	YES	NO	NO	NO
Printable	YES *	YES	NO	YES

*Impresión de alta calidad

We Seal

Sello apretado = Mejor consevación producto

Un ensayo de textura de 14 días fue realizado por el centro Campden BRI confirmando que el sistema de sellado de bolsas We Seal mantiene, como mínimo, mismos niveles de frescura de product que los cierres de plástico rígido.



No Greenwashing

- Iniciativas Mediambientales
- Sello reciclable junto a las bolsas de PE o PP
- I+D propio y ISO 14001
- Environmental Standard desde 2009



30% Reciclado



1/2" FRONT PANEL

1/2" POINT

Sustainable packaging solutions for the baking industry

The ultimate sustainable packaging solution from:

**ST. JOHNS
PACKAGING**

&

We Seal®

Bags and closures made with 30% PCR content

Sustainable packaging solutions for the baking industry

MADE FROM RECYCLED MATERIAL



Manteniendo las cosas en círculo



EU Circular Economy Action Plan (see addendum)

https://ec.europa.eu/environment/topics/circular-economy/first-circular-economy-action-plan_en

Colaboramos

Ayudamos a educar a los consumidores con campañas para reciclaje de bolsas de plástico y de reducción de desperdicio de comida, a través de la web de nuestros socios:

breadbags.org

Para garantizar que estamos al día en las prácticas de reciclaje trabajamos con:

- Entidades gubernamentales
- WRAP
- The Ellen McArthur Foundation
- compañías gestion residuos alimentarios



ST. JOHNS PACKAGING St. Johns Packaging 482 followers 6mo •

We are very excited to share that we have launched the world's first commercial bread bag incorporating PCR content. This breakthrough project is a collaboration with global partners and demonstrates the feasibility of reusing plastic waste in safe food-grade packaging rather than losing its value to landfill or incineration.

[#packaging](#) [#sustainability](#) [#pcrcontent](#) [#recycling](#) [#recyclablepackaging](#) [#recycledcontent](#) [#circulareconomy](#) [#environment](#) [#ecofriendly](#) [#plastic](#) [#sustainable](#)

<https://lnkd.in/gPBJeKJy>



Case Study

Kenyan brand Festive Bread se pasó a los sellos resellables y reciclables en 2019

Festive esta publicitando todo los beneficios de este tipo de sellado a los consumidores



Festive

Keep your Festive bread fresh for longer with our **new** easy to open and resealable tapes

RESEALABLE TAPE

"Because Festive cares"

DPL Festive
Dedicated to Quality

The advertisement features a 3D-rendered chef in a white uniform and tall hat, smiling and holding a loaf of Festive White Bread. Below him is a row of various Festive bread products, including Nature's Gift, Super Soft Bread, and Silinda. A circular inset shows a close-up of the resealable tape mechanism on a bread package, with a red banner below it that says 'RESEALABLE TAPE'. The background is a bright orange with a sunburst pattern. The Festive logo is in the top right corner, and the slogan 'Because Festive cares' is at the bottom. The DPL Festive logo with the tagline 'Dedicated to Quality' is in the bottom right corner.

We Seal®

Twin-wire Clip Conversion Case Study

Angelina Bakeshop
The Philippines



Testimonios recientes:

CUSTOMER TESTIMONIAL



We've used the tape seal method on our products for over 25 years and find it to be a very effective bag closing solution. The sealing machines from We Seal are reliable, low maintenance and perform very well compared to other manufacturers we've tried in the past.

The tightness of the seal and the resealable nature make it a consumer favourite, and We Seal's sustainability values align strongly with the work we're doing at Allied. The service team do an excellent job of looking after our fleet when required, but intervention is minimal.

Andy Carroll, Site Engineering Manager
Allied Bakeries, UK



CUSTOMER TESTIMONIAL



We have been using We Seal machines in our bakery for 13 years. We've found the bag sealers to be reliable & well-engineered and they cope well with the big demands of our weekly output of around 2.9 million units.

As with all our machinery, preventative maintenance is key to ensuring that the sealers keep operating smoothly, and We Seal have provided us with clear instructions as to how we can best facilitate this. The machines are easy to operate and we're very happy with the support we receive from We Seal when needed.

Francis Furlong, Engineering Manager
Fine Lady Bakeries, UK



Confirmed Exhibitions 2023



THE WORLD'S LEADING TRADE FAIR FOR THE
BAKING AND CONFECTIONERY INDUSTRY





Muchas
Gracias

Addendum – EU Plastics strategy & CEAP



European Green deal - 2050 <https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/>

EU environmental policy – 2030 https://ec.europa.eu/environment/strategy/environment-action-programme-2030_en

Plastics Strategy https://ec.europa.eu/environment/strategy/plastics-strategy_en

The European Strategy for Plastics has set the target that 10 million tonnes of recycled plastics are used to make products in the EU by 2025. This compares to less than 4 million tonnes used in 2016.

New rules on packaging to improve the recyclability of plastics and increase the demand for recycled plastic content

Circular Economy Action Plan https://ec.europa.eu/environment/topics/circular-economy/first-circular-economy-action-plan_en

“helping “close the loop” of product lifecycles through greater recycling and re-use, and brought benefits for both the environment and the economy.” “The new Action Plan thus confirms that the EU will continue to lead the way to a circular economy at the global level”

