

# ATLANTIC PACKAGING OPTIMISED PACKAGING FOR A GREENER EARTH



 ProActive  
Sustainability

ATLANTIC PACKAGING IS LEADING THE WAY IN SUSTAINABLE PACKAGING, PROMOTING NOT ONLY RECYCLABILITY BUT ALSO THE 'USE LESS' CONCEPT.

# OPTIMISED PACKAGING FOR A GREENER EARTH

PROJECT MANAGED BY:  
HAYDEN TURNER

Atlantic Packaging is a leading independent sustainable packaging company specialising in critical applications packaging with a strong focus on packaging equipment, high-performance materials, technical service and sustainability. The company has a hybrid model of manufacturing, distribution, and technical service.

Founded in North Carolina in 1946 by Pulitzer Prize-winning journalist, Horace Carter, Atlantic Packaging celebrates its 75th anniversary in 2021 in admirable shape and form. Over the years and under the leadership of Carter's son Rusty, the business has grown to include 25 locations throughout the U.S., the Caribbean, and Central America.

The spirit of Horace Carter, an avid champion for social and racial justice, still lingers in the company today, now run by

his grandson, Wes Carter. "We continue to be a family-owned company with my father, brother, and myself actively involved in the business. The vision for a better world that drove my grandfather to fight social injustice in the 1950s is what drives us today, particularly in an environment where climate change and pollution are the pressing challenges of this generation."

Today one of the largest packaging companies in North America, Atlantic offers



# LOAD CONTAINMENT SOLUTION EXPERTS



A DURAVANT COMPANY

## Stretch Wrappers Strapping Systems Pallet Handling Solutions

Wulftec specializes in designing and integrating custom solutions for load containment, whether it involves stretch wrapping, strapping or a combination of both, gives you the assurance that your product will be securely held in place and will safely arrive intact at its destination.



OUR GOAL IS 100% CUSTOMER SATISFACTION  
WE FEAR NO PACKAGING CHALLENGE

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## Multiple Technologies But One Goal: Load Containment

Since 1990, Wulftec International has been synonymous with unbeatable strength and durability for stretch wrapping automation, strapping equipment and pallet handling solutions. We are renowned for developing, manufacturing and distributing the industry's most dependable equipment. Our unwavering focus on quality, service and innovation means Wulftec machines are designed to work flawlessly.

**Wulftec's unmatched engineering and application experts** can solve any load containment challenge through our unique ability to innovate, customize and combine the best technologies to deliver a complete integrated solution.

**We combine our pallet handling, stretch wrapping and strapping expertise** to provide you with the end-of-line containment solution that will integrate seamlessly with the rest of your line.

Our equipment is designed in a smart way to be easily integrated into new lines or existing lines. Using the industry's most sophisticated HMI and controls software, we ensure synchronous performance of our machines to achieve your high production demands. Sometimes multiple technologies are required to achieve the perfect package; we've got it all under one roof.

*"Our strong entrepreneurial spirit dictates that if we haven't built it yet, we'll work with our customers to build it now. Our commitment to customer satisfaction goes well beyond equipment design. We also give equal attention to installation and operations training, after-sales service and maintenance."*

**Wulftec is the world leader** in automatic stretch wrappers and offers a full range for semi-automatic and fully automatic conveyORIZED stretch wrapping systems. Our sturdy and customizable stretch wrapping systems include rotary arm, turntable, horizontal and vertical ring wrappers as well as other specialty products.

Whether you are looking to step up from hand wrapping to machine wrapping or want to automate your line, Wulftec has multiple equipment options for your needs.

### Semi-Automatic Stretch Wrappers

We offer a complete line of semi-automatic turntable stretch wrappers in low & high profile designs and a complete series of semi-automatic rotary arm models suitable for unstable or heavy loads. All machines are customizable with a wide range of options.

### Automated Stretch Wrappers

Our stretch wrapper line includes partially automated stretch wrapping equipment to increase throughput and reduce operator intervention. These automated versions use proven design and trouble-free cutting, clamping and wiping devices. They are available in both rotary arm and low & high turntable versions.

### Fully Automatic Stretch Wrappers

With production rates up to 100 loads per hour, our fully automatic stretch wrapper line is suitable for the most demanding applications. With hundreds of available options, we can adapt our equipment to your specific needs and challenges. Our equipment uses non-proprietary parts allowing our customers to control costs, source from local suppliers and avoid downtime.

### Fully Automatic Strapping Systems

Wulftec strapping machines have extremely robust construction and include fully automatic vertical and horizontal strapping systems, with or without compression. These low maintenance machines employ sophisticated joint technology accomplished by a highly reliable strapping head designed to run with different strap width, thickness and brands.

### Pallet Handling Solutions

We offer a full line of pallet handling solutions including pallet dispensers, pallet stackers, transfer carts and more to enhance your production flow and efficiency. Reduced pallet and product maneuvering increases operator safety and productivity. Our pallet handling solutions are designed to be integrated into our stretch wrapping and strapping lines or into existing packaging lines. They can also operate as standalone units replacing current manual operations.

### Conveyors

Wulftec has built a solid reputation as the conveyor experts with multiple conveyance solutions for all industries. Our conveyors feature heavy duty all steel construction for increased stability, strength and longevity.

### Combined Solutions

Wulftec's strapper and wrapper combination system offers you a fully integrated solution that cannot be found elsewhere. Buying a Wulftec integrated system, which combines our pallet handling, conveying, strapping or wrapping equipment, is buying peace of mind that every element has been taken into consideration from design to finish. We set up your entire line in our factory as if it was in yours and make extensive testing to provide you with a fully proven-to-perform integrated line. Why buy from different sources and have to manage the complexity and cost of integration yourself? Wulftec will integrate those important pieces of equipment for you and work hand in hand with any partners providing the rest of the solution. Our fully integrated strapping and wrapping systems provide the single best load containment solution on the market. Our machines can work as one system using one or more control cabinets depending on your application. The strap and wrap system offers the versatility to select the right load containment program for each of your loads. Some loads may require wrapping only, others strapping only or a combination of both technologies. With the Wulftec strap & wrap solutions, all possible configurations are available to ensure your product is safeguarded in the best way.

### Support & Service

We won't settle for anything less than delivering the best customer service, no matter what your needs are or where you are located. We are renowned for standing behind our equipment throughout its long life. Wulftec has a highly trained in-house customer service team to provide equipment support. We have an extensive distribution network with certified Wulftec technicians close to your facilities, who can be on-site minutes after you call.

We are ready to go the extra mile to ensure you are satisfied with your Wulftec equipment and that it delivers the performance you expect.

### People & Community

Wulftec employees 270 employees with an employee retentions rate of 96% which is yet another key factor for its success. Wulftec is also committed to empowering its employees to make a difference. We give back to our communities by contributing to educational and social programs, being environmentally responsible, and supporting philanthropic and volunteer programs. By partnering with organizations that share our values and are close to home, we can have a meaningful impact on those around us that need it most.

[www.wulftec.com](http://www.wulftec.com)



Wes Carter, Atlantic Packaging President. ▾



sustainable, smart solutions. Its core competencies are in stretch packaging, shrink packaging, strapping, protective packaging, tape & adhesives, labels, all types of flexible packaging, paper converting, printing, automation and packaging equipment.

Environmentally-friendly solutions are at the core of the business. "As an industry, we have to acknowledge that the situation with pollution and waste is critical, and we have to take action to evolve towards a more sustainable future. This is not going to be easy, but it has to be our goal. The alternative is doom," says Wes Carter.

### USE LESS, USE BIODEGRADABLE

Atlantic Packaging has been evolving towards this goal on many fronts. Adding to their innovative range of sustainable packaging, they recently introduced Fishbone Beverage Carriers - a simple, recyclable beverage carrier that is plastic-

free, biodegradable and uses minimal material.

"We have developed a variety of carriers for cans, bottles, and aluminium bottles to cover the needs of the major beverage companies. We offer a full range of robust application equipment from semi-automatic >>



to fully automated lines that apply Fishbones at up to 2,000 cans a minute. Fishbone is 100% curbside recyclable, compostable, and offers beverage companies a killer marketing platform,” claims Wes Carter.

With e-commerce rising exponentially as a result of the pandemic, and the amount of packaging increasing to astronomic heights, Atlantic has launched a game-changing innovation in consumer destined packaging, the Eco-Mailer - the first-ever curbside recyclable, paper-based, padded mailer. This innovation allows e-commerce companies to optimise packaging away from boxes and void fill to a low-carbon footprint, recyclable mailer.

“In a way, the pandemic has served as the best catalyst in making consumers aware of the need to reduce the amount of packaging. This awareness is key in terms of pushing the industry to adopt more sustainable practices, and the Eco-Mailer may play a key role in driving this change. Plastic is a great, irreplaceable material in many applications, but reducing consumer-destined plastic packaging that ends up in waterways, oceans, or landfills, will make a huge difference. That is the reason why products that are renewable, paper-based, and biodegradable are so important,” affirms Mr Carter.

He points out that at the other end of the spectrum, Atlantic is focusing on creating closed-loop systems in B2B packaging, specifically in terms of stretch and shrink packaging. “The first rule of sustainability is ‘Optimise Packaging Efficiency’. At Atlantic, we utilise the most sophisticated films and testing



series, produced by surfing journalist Peter King, will air later this year.

Wes says: “As an outdoor person, I see plastic pollution everywhere. Companies like Atlantic are in a position of influence, in a position to drive collaborations to come up with solutions. We need to educate consumers, we have to collaborate with the brands, with the governments, to engage the whole supply chain in this generational task. The brands are willing to evolve, they are committed to innovations, and companies like Atlantic can help them transition towards more circularity in packaging.”

To this end, the company is continuously investing not only in product diversification but also in advanced technologies as well as greener operations, including solar energy and electric vehicles, to support its mission to be a carbon-neutral company by 2030. “A lot of investment in the coming years will be around infrastructure related to sustainable packaging. In sustainability, ‘use less’ is the key rule. Companies in the supply chain like Atlantic can, through innovation and packaging optimization, reduce the packaging footprint on a massive scale,” Wes Carter affirms, in conclusion. ♻️

on the planet that give us maximum insight into how unit loads perform while travelling across the supply chain.”

“With this knowledge, we can customise effective packaging solutions that meet the needs of the product without overuse. When we can deliver material cost savings through greater yield and perfect packaging performance, we have maximized the first rule.”

#### POLLUTION-FREE EARTH

According to the Alliance to End Plastic Waste, over 11 million tonnes of plastic waste enter our oceans every year, and that rate, growing exponentially,

will be over 29 million tonnes a year by 2040. To increase awareness of the amount of plastic pollution in the oceans, Atlantic has launched A New Earth Project, a collaboration between the global surfing community and the industrial packaging supply chain, with the mission to rid the oceans of plastic pollution.

As a lifelong surfer, traveller, and outdoorsman, Wes Carter’s link with the global surfing community helps connect the pieces between these ambassadors of the ocean and the leaders in the packaging supply chain who can enact this change. The documentary

“AS AN INDUSTRY, WE HAVE TO ACKNOWLEDGE THAT THE SITUATION WITH POLLUTION AND WASTE IS CRITICAL, AND WE HAVE TO TAKE ACTION TO EVOLVE TOWARDS A MORE SUSTAINABLE FUTURE.”



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