



Ricciarelli magazine

Pasta packaging: a mix of
functionality and aesthetics

Our partnership story with Balogh Teszta

"FOR US RICCIARELLI MEANS RELIABILITY, INNOVATION AND AN EXCELLENT AFTER-SALES SERVICE"

Mr. Balogh



Founded in **1993** as a family business, **Balogh Tészta** rapidly consolidated its position in the Hungarian artisanal pasta market. In **2002**, anticipating the growing needs of the market, it inaugurated a new factory equipped with an Italian automated production line, able to process up to **500 kg of pasta per hour**, significantly increasing production capacity and guaranteeing high quality standards. This expansion marked the beginning of a path of constant growth and modernisation, culminating in the opening of a third factory in 2017.

Today, the company produces considerable volumes of short and long goods on a daily basis, to meet the demands of an ever-growing market.

Mr. Balogh, tell us how you got to know Ricciarelli and how many years have you been relying on our solutions?

Our collaboration with Ricciarelli started in 2015, following a careful analysis of the pasta packaging machinery market. The significant presence of your equipment in the major European pasta factories caught our attention, highlighting your solid reputation in the industry.

The decision to establish a partnership with Ricciarelli was decided by the need to rely on a company able to guarantee reliability, innovation and excellent after-sales service. Your history, your wealth of technical knowledge and your constant commitment to research and





development have given us the certainty that we have chosen the ideal partner to support our growth.

Can you tell us about the Ricciarelli systems currently in operation in your plant?

For long goods, we currently have a **horizontal packaging machine mod. G12HS20** equipped with a specific weigher and, to optimize the production volumes, we plan to purchase a second machine of the same type, which will be followed by a double infeed casepacker.

For short goods, on the other hand, we have the **VSB150S** packaging unit equipped with a multihead weigher for double square bottom bags and the **IR30** casepacker: we plan to double this line with which we are very satisfied.

In addition, to further automate the end-of-line process, we are planning to install a four-island palletizing system.

How much pasta does your factory produce daily? Do you also export abroad?

When all lines are in operation, we can reach **100 tonnes of pasta** per day. We export 50% of our production and have been maintaining this trend for four years now.

The recent actions are aimed to increase the production capacity, thus favoring the export volumes. Our export target countries are Romania, Poland, and Slovakia, while in the Hungarian market we hold 12-13% of the total share.

In Hungary, it is very common to share a pasta dish with friends and family. We have plenty of shapes to choose from, so everyone can find the one they prefer. Add some pasta into our hot soups, it is the best way to spend an evening with friends. In any case, spaghetti is also widely used.

Over the years, packaging has undergone a process of evolution from being a simple wrapper to an element of communication and identity towards the consumer. What do you think about that?

Yes, it is true, modern packaging is much more than just a pack and its evolution is a growing special matter. I believe that companies that know how to make the most of the potential of packaging can gain a significant competitive advantage. What we currently understand is that consumers are primarily looking for **tradition**, they are oriented towards buying a well-known brand that inspires confidence and are inclined to choose a bag design that is already familiar.



Ricciarelli systems in operation inside Balogh Teszta pasta factory

At the same time, I must admit that a bag with brilliant colours attracts the buyer and it often convince him to test that purchase.

How important do you think it is to create high-quality and effective packaging?

I believe that high-quality packaging is a fundamental investment for any company, both from a functional and commercial point of view. It is not only about protecting the product but also about good brand communication and creating a positive buying experience. The brick bag, for example, has been fundamental for us to export to some countries that have happily accepted this innovative bag, which is still struggling to find its way into the choices of domestic consumers.

We are confident that in the future this type of bag will become more and more popular in the Hungarian market. The distributors liked the idea, but they are still studying it, and so we prefer to keep different productions (even pillow bags) to satisfy all types of customers.

A hot topic in the packaging industry is the use of recyclable materials to replace the use of non-reusable plastic.

The use of recyclable materials in packaging is a highly topical issue and of fundamental importance for environmental sustainability. Our studies and market research show us an increase in the use of alternative materials to plastic, such as paper, cardboard, or bioplastics, made from renewable resources that are biodegradable and compostable.

For the moment, we are continuing to monitor this movement while waiting for our domestic market to be ready, because we believe that it is likewise important to raise consumer awareness and work with the whole supply chain to push a real change.

New plans on the way?

We are pleased to announce an unprecedented expansion of our business, an initiative that marks a new chapter in Balogh's history. This ambitious challenge will lead us to explore new markets and we are very curious about the response of our stakeholders.