Consumers drive packaging demands

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Customers are looking for flexibility, customization and automation. They want to increase their turnover with the same staff level, according to Mark Emmett, Managing Director of HMPS.

HMPS is a wholly owned Australian company who specialise in the design, development and manufacturing of high quality machinery for packaging processes. They service customers across all industries. Starting out as a result of the key wine industry in South Australia, the company designed and developed the first Bag in Box machinery back in the eighties and has since grown to offer case packers, RSC, palletisers, carton erectors and sealers, pick and place applications and specialised robotic solutions.

HMPS are able to offer innovative and specialised machinery which has been adapted to the client’s unique requirements. “Through our extensive experience in the design and manufacturing of packaging machinery, not just for the locally but also the international market, we are able to advise customers on tried and tested methods to ensure the smooth operation of their business. According to Mark the HMPS machinery is exported to Asia, South Africa, New Zealand, Europe and the USA. Being South Australian based, the company uses only local resources and Mark emphasises their commitment to the local economy. Currently the company occupies a large factory facility near Adelaide Airport and employs around 50 staff. Satellite offices are found in New South Wales, Queensland and Victoria.

Designing for change

The HMPS team of designers and engineers have extensive experience through their exposure to international packaging problems. One of the things which stands out for Mark is the solid experience one gains from the Australian market. “In Australia, due to the smaller population and size of the country, you will find that machines need to be flexible. You need to be able to pack different size products in different configurations all on the same machine. This is unique when compared to Europe where you could have one machine doing one job for a long period of time. Here the changeover needs to be quick and easy. Flexibility is the name of the game!” comments Emmett.

HMPS designs for this flexibility and it is not uncommon to have over 21 configurations on one packaging machine.

“The planning phase has become longer because machines need to have the longevity to cope with consumer demands. We spend more time with the customer working out the various scenarios and possible configurations, and designing to accommodate these. Consumers are driving manufacturing. Manufacturers are responding to consumer demands at a more rapid pace, and machines need to keep up with these changing demands.”
What does the future look like?

According to Emmett, Collaborative Robots will change the face of productivity and manufacturing in Australia. Collaborative robots are easily integrated into existing production environments. Collaborative robots, or ‘cobots’ are robots that are designed to operate collaboratively with humans. Applications are limited mainly by imagination.

“There is a shortage of labour for repetitive tasks. Robots do an amazing job at doing the same job over and over with complete accuracy. We recently had a customer enquiry for a fruit picker.

We are finding even smaller producers have a need for automation. We are able to offer from very basic to very complex, customized solutions” concludes Mark.

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About HMPS

HMPS is an Australian company that specialises in the design, development and manufacturing of high quality machinery for packaging processes. With over 300 machines in the field, across the globe, HMP have customers in Australia, New Zealand, the USA, Asia, Europe and South Africa.

HMPS design and build robotic and automation machinery to suit your specific packaging needs. Our bespoke approach to creating packaging machinery allows you to tailor the machines to your requirements, which enables you to quickly respond to changing market conditions and your customer’s needs and expectations.

We believe that in this competitive global economy, it is important to offer high quality products at sensible prices. We provide an extremely flexible service and understand that adherence to delivery schedules and outstanding customer service are key to our current and future success.

As one of the only remaining Australian companies in this industry, we pride ourselves on being Australian designed and engineered, and place great importance on ensuring the innovation of robotics and engineering continues to develop and remain in Australia.

We are continuing to grow our services, from end of line productions through to complete lines