



MEDIA RELEASE

## See Fast, Trouble-Free Changeovers with the New XCP Series Case Packer in Booth C-3822 at PACK EXPO 2023

*Brenton demonstrates the new XCP Series continuous motion case packer, and its robotic expertise with an integrated line in Las Vegas.*

**ALEXANDRIA, Minn., August XX, 2023** – While it is cliché to call something a game changer, the new XCP Series case packer from Brenton is pretty close to that.

Designed with the customer in mind, the new XCP Series continuous motion case packer is the latest case packing solution from Brenton, a ProMach brand. The XCP is engineered to enable fast, consistent changeovers, including easy access to all critical areas of operation, making it the ideal case packing solution for applications up to 70 cases per minute. Brenton's engineering team focused its XCP design on ease of operation, troubleshooting, and access – three attributes that are key to long-term success.

The XCP will be flexing its strength in live demonstrations in booth C-3822 at PACK EXPO 2023, Sept. 11-13, at the Las Vegas Convention Center, Las Vegas, Nevada.

Brenton is a leader in designing and manufacturing integrated end-of-line packaging systems and machines, specializing in case packing and palletizing, using both robotics and other automation.

The XCP Series embodies a more aesthetic design that is intuitive to operate and maintain, making it the ideal case packer for numerous industries and applications in 2023 and beyond. It is designed to run wrap around cases and trays for products in bottles, jars, canisters, cups, and other rigid packaging for the food, personal care, chemicals, and beverage industries.

“The goal with the XCP Series was to launch a continuous motion case packer that innovatively reflected the needs of today's market and clients,” said Landen Stoker, Vice President and General Manager of Brenton. “We captured direct feedback from our customers while collaborating with other ProMach product brands to ensure we designed best in class operator and maintenance access that created a changeover optimized for uptime in today SKU prolific marketplace.”

The result of this feedback, research and development is a case packer that makes great strides in the areas of:

- Changeover repeatability – provides faster, more consistent changeovers
- Easy access – operators can access all important areas of the machine and be within 6” of the corrugate blank at all operator-side entry points
- Faster delivery – standardized main design with customized infeed to target a shorter overall lead-time
- Intuitive HMI – features two-touch navigation to most commonly used functions
- Ergonomic blank load system – conveyor feed case blank loading system accepts three 26” stacks of blanks at a time
- The XCP Series includes the XCP-30, XCP-40, and the XCP-C30, which are customized versions of the case packer

The addition of the XCP Series to Brenton’s case packing portfolio gives customers a reliable option with speeds reaching up to 70 cases per minute that is competitively priced and ready to perform.

PACK EXPO attendees will also see an integrated stack and wrap palletizing solution featuring a FANUC CRX-25iA with a 30kg payload. This cobot will be programmed with Brenton’s new pallet-building software, which enables users to edit pallet and slip sheet dimensions, as well as define and edit layer patterns, build configurations, and product type. This demonstration stars Brenton and Orion, also a ProMach product brand, and showcases expertise that both brands have in robotic palletizing and stretch wrapping applications.

To see both the new XCP Series continuous motion case packer, or the integrated collaborative robotic demonstration with Orion, visit booth C-3822 at PACK EXPO 2023. For more information, log onto <https://www.brentonengineering.com/>.

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## **About Brenton**

Brenton engineers and manufactures custom case packaging, palletizing, robotic packaging systems including material handling, high speed pick and place, and integrated end-of-line systems. Specializing in food, beverage, pharmaceutical, medical device, personal care, and household products, Brenton surpasses regulatory and market driven demands and creates collaborative, long-standing partnerships to best serve a diverse customer base. Brenton is a product brand of ProMach, a global leader in packaging line solutions. As part of the ProMach End of Line business line, Brenton helps packaging customers protect and grow the

reputation and trust of their consumers. ProMach is performance, and the proof is in every package. Learn more about Brenton at [www.BrentonEngineering.com](http://www.BrentonEngineering.com).

### **About ProMach**

ProMach is a family of best-in-class packaging solution brands serving manufacturers of all sizes and geographies in the food, beverage, pharmaceutical, personal care, and household and industrial goods industries. ProMach brands operate across the entire packaging spectrum: filling and capping, flexibles, pharma, product handling, labeling and coding, and end of line. ProMach also provides Performance Services, including integrated solutions, design/build, engineering services, and productivity software to optimize packaging line design and deliver maximum uptime.

ProMach designs, manufactures, integrates, and supports the most sophisticated and advanced packaging solutions in the global marketplace. Its diverse customer base, from Fortune 500 companies to smaller, privately held businesses worldwide, depends on reliable, flexible, technologically advanced equipment and integrated solutions. ProMach is headquartered near Cincinnati, Ohio, with manufacturing facilities and offices throughout the United States, Canada, Mexico, Brazil, Europe, United Arab Emirates, and China. For more information about ProMach, visit [www.ProMachBuilt.com](http://www.ProMachBuilt.com).

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