

Yumbutter eliminates portable food pouch failures using Branson ultrasonic welder



Results

- Eliminated product leakage and packaging failures
- Successfully met production targets
- Easy scale up to meet demand
- Space-saving design



Application

Sealing unique lightweight plastic portable food packaging



Challenge

Yumbutter is a superfood made from nuts and other organic ingredients. To meet the needs of active people, the product is packaged in unique lightweight portable plastic 'squeeze' pouches and sold as YumbutterGO. Packaging quality and weld integrity is critical to efficient production, ideal retail presentation, and ensuring the 'on-the-go' pouch can withstand rough handling. A thermal welder was previously used to seal the YumbutterGO pouches, but product leaked through the seal and residual oil trapped in the sealed area caused an unacceptable level of seal failures. Yumbutter needed a better joining solution that would eliminate the packaging failures.



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Emerson showed how ultrasonic welding could work for us now, without making a huge investment, and in the future as our company grows. The Branson welder is doing an amazing job, producing a very consistent, strong seal. There have been no failures.

Adrian Reif
Co-founder
Yumbutter

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Customer

Yumbutter is a Madison, Wisconsin-based food company providing organic nut butter.



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Solution

Yumbutter turned to Emerson because of its materials joining expertise and ability to solve difficult plastics-welding problems. Emerson worked closely with Yumbutter to understand their sealing requirements and production volumes. The advantages of ultrasonic welding versus other methods were demonstrated. A key advantage was the ability of ultrasonic technology to seal through food and contaminants by displacing the product and forming a quick, strong bond.

With YumbutterGO being in a foundation phase of production, Emerson recommended a Branson benchtop ultrasonic integrated welder to meet production requirements. The welder is a self-contained ultrasonic plastics assembly system that provides a complete welding operation in a compact bench unit, helping to conserve valuable workspace. The Branson system is a fully automated, customized solution that provides exceptional weld integrity, but is also very easy to set up, and simple to operate and service.

Yumbutter has recently experienced a 900% increase in store locations carrying the product and projects it will soon double its production volume. When it was clear the unit could consistently produce the weld integrity needed, a second unit was purchased to meet the growing demand.



Resources

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