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## **Endline Automation's part exchange solution helps Marshfield Farm increase output**

**Supporting the growth of a family-run ice-cream producer, Endline Automation has upgraded an existing case erecting system to manage an increase in demand.**

Marshfield Farm, which has been in operation for over 35 years, produces over 30 flavours of ice cream from its 1,100-acre organic farm, which is home to 250 dairy cows.

Marshfield Farm's ice cream business has grown from humble beginnings of stocking the local shop and café, to a national wholesale delivery, supplying over 5,500 independent ice cream parlours, cafes, restaurants, and farm shops across the country.

Back in 2017, the company decided to automate the previously manually intensive packing operation of its ice cream.

Working with Endline Automation, Marshfield Farm installed a semi-automated, fully integrated line within its Cotswolds based farm, including an Endline 221 Fully Automatic Case Erector, conveyor systems, and stainless steel packing tables.

Endline's 702 Fully Automatic Case Sealer and a Markem-Imaje labeller completed the line.

Six years on from the installation and Marshfield Farm wanted to look at increasing the output of their ice cream, to almost double due, to increasing demand from their customers.

While the rest of the line could run at speeds of approximately 20 cases per minute, the 221 Case Erector only had a maximum output of 14 cases per minute.

Endline Automation therefore recommended replacing the 221 with its 241 Fully Automatic, High-Speed Servo-Driven Case Erector. Through part exchange, Marshfield Farm took ownership of the new system, while the original 221 Case Erector was fully reconditioned and redeployed within another company.

Also meeting Marshfield Farm's environmentally conscious objectives, the 241 Case Erector is operated by energy-conversing servo drives.

While allowing the machine to reach higher speeds - up to 22 cases per minute - the servo drive system permits greater flexibility and control by allowing almost instant acceleration and deceleration of cases through the erecting process, reducing the use of energy.

The new 241 Case Erector has seamlessly slotted into the line and has the capability of forming up to 22 cases per minute. From the erector, formed cases are transported via a powered belt conveyor to the packing stations where cages holding the product are delivered. Manual workers fill the cases from an Endline conveyor which has been fitted to an ergonomically friendly height for ease of use.

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Once filled, the cases are then pushed onto a powered roller infeed conveyor to be automatically closed, and the top sealed by Endoline's 702 Fully Automatic Pre-Set Case Sealer. Before being robotically palletised, the sealed cases are run through a fully integrated print and labeller printer.

*"We are delighted to have supported Marshfield Farm by upgrading their packing line to meet growing demand,"* comments James Saywell, Endoline Automation's UK South Sales Manager. *"Throughout our company history, we have helped many companies upgrade legacy equipment to meet new, or increased demand. Due to the high-quality build of our machinery, they have a long life expectancy, so the ability to upgrade through part exchange is an option for many companies as they grow."*

*Not only can our systems be seamlessly integrated into existing lines, but they can also make an immediate impact on production. While the redeployed machinery can be installed within another company, potentially supporting their new automation journey."*

End

Images attached with captions:



Press Release issued for Endoline Automation:

Grace Yates: [grace.yates@endline-automation.com](mailto:grace.yates@endline-automation.com)

Emma Scott: [emma@emmascottpr.co.uk](mailto:emma@emmascottpr.co.uk)

For further information on any of Endoline's extensive range of machines, please contact Endoline on Tel: + 44 (0) 1767 316422, email: [sales@endline-automation.com](mailto:sales@endline-automation.com) or visit the website at [www.endline-automation.com](http://www.endline-automation.com)

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