

Sorma links up with Compac from New Zealand

Cesena-based packaging specialist Sorma will be joined at this year's Fruit Logistica by its new joint venture **Compac Sorma Europe**, established in May of last year in order to expand the Sorma Group's product offering to include sorting and grading machines. Having been presented to the Italian fresh produce sector at last year's Macfrut, the venture will make its international debut at Fruit Logistica. Sorma Group and New Zealand-based firm Compac have invested some €2m in the venture, which will allow Sorma Group to provide complete packaging and grading installations – including fresh produce sorting machines – to its clients.

The group's products are now used throughout Europe as well as in Asia, South America, North America, Australasia, the Middle East and Africa. "The fresh produce sector is constantly evolving, with new countries emerging every year," says group managing director **Andrea Mercadini**. "Some take up our most popular types of packaging immediately so they can compete in western markets, while others start with packaging that is slightly less modern (such as the simple net bag) and with semi-automated technology rather than fully automated," he says. "Experience tells us that even these markets will evolve as years go by to employ more sophisticated technology and packaging."

