



CASE STUDY

Multipack labelling
for Fria wet wipes

Horizontal labelling for multipacks of wet wipes



THE CUSTOMER

DIVA INTERNATIONAL

Diva International S.r.l. is an Italian company that develops, manufactures, and distributes products for personal care, home care, and pet care, exporting to over 40 countries worldwide.

With its own brands and a strong presence in the private label market, Diva stands out for its focus on quality, sustainability, and responsible innovation.

Among its flagship lines are cosmetic, hygiene, and cleaning products, including Fria wet wipes, a true symbol of practicality and Italian excellence.

THE CONTEXT

An efficient and sustainable multipack project developed by Tiber Pack and Etipack

Diva International S.r.l. was looking for an innovative and sustainable solution to package its wet wipes in ready-to-sell multipacks, completely eliminating the use of plastic film or additional wrapping. The goal: to reduce the environmental impact of packaging, optimize the production process, and offer a practical, stable, and easily handled format.

To achieve this, Diva turned to Tiber Pack S.p.A., a company specialized in automation for packaging and wrapping systems, which developed a fully customized production line integrating Etipack S.p.A. labelling technology for the labelling phase.

THE CHALLENGE

Automating secondary packaging with a sustainable approach

Diva International sought an automated and sustainable solution to group single packs of wet wipes into ready-to-distribute multipacks, reducing material usage and streamlining logistics. Tiber Pack took on the challenge by designing a complete packaging line, selecting Etipack as a strategic partner for the supply and integration of the labelling system.



THE SOLUTION

Customized line for product conveying and horizontal labelling

The collaboration between Tiber Pack, an expert in automation for packaging and wrapping, and Etipack, a specialist in industrial labelling technologies, led to the creation of a high-precision customized line for producing horizontal multipacks of wet wipes.

The individual packs are fed onto the main conveyor belt and stacked into groups according to the selected format from 2 up to 6 packs.

Next, **two opposite side belts** with a high-grip coating keep the product stable and perfectly centered during the labelling phase. At the heart of the system are **two Etipack Energy labellers**, configured in mirror mode, which **simultaneously apply the side labels**. The **large-format labels (up to 250 mm)** are applied across the packs, securely binding them together to form a **compact, stable, and easily handled multipack**.



The system ensures high productivity, processing up to 100 single packs per minute, equivalent to 50 multipacks per minute at the output, delivering precise and uniform label application while ensuring consistent quality and process continuity, even at high speeds. The system is designed to handle fully automatic format changeovers, completed within a few minutes and without the need for additional tools.



The solution is capable of fully automatic format changeovers, completed in just a few minutes without the use of auxiliary tools. The entire supporting structure is mounted on adjustable feet for secure floor anchoring during production, while lockable wheels allow for easy movement within the production area when needed.

PACK INFEEED

Motorized conveyor belts with pitch control system. Frame made of painted steel and anodized aluminum.

SUPPORTING STRUCTURE AND STACKING SYSTEM

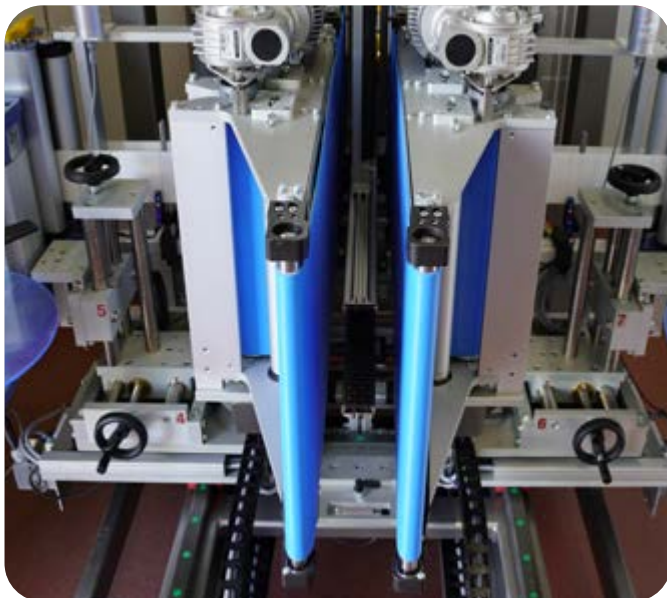
Supporting frame in painted steel, equipped with **doors and perimeter safety guards** featuring **interlocked micro-switch access**. The **stack formation system** consists of **floating belts** driven by **servo motors**.

The stack pusher system transfers the groups to the labelling area using **dual conveyor belts** fitted with **pusher plates**, also **servo-driven** for precise movement control.



SIDE CONVEYOR BELTS

Two pairs of side transport belts keep the packs firm and compact during the label application phase. **Belt speed** is **adjustable** via asynchronous motors and inverters.



ENERGY 300 LABELLERS

Opposed side-application labellers for 380 mm diameter label rolls, equipped with an internal capacitive sensor for end-of-roll detection.

Each unit features a **capacitive multi-touch display** with an intuitive interface and **multitasking electronic control**, allowing multiple functions to be managed simultaneously.



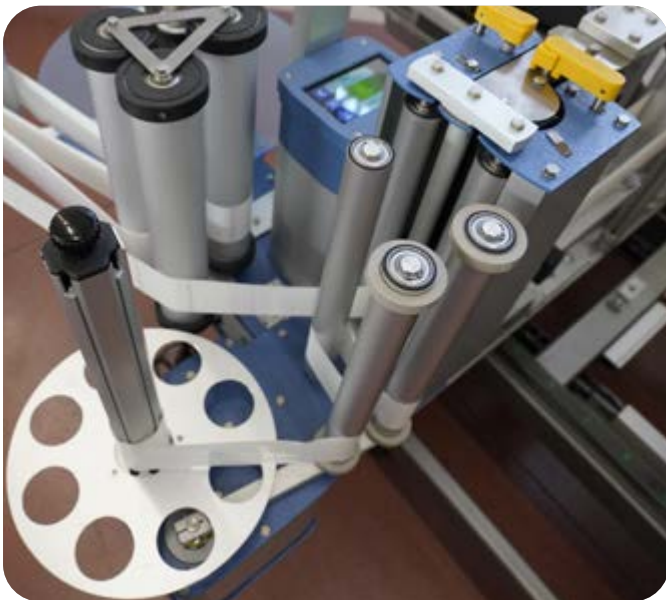
CUSTOMIZED END MODULES

Positioned between the customer's conveyor belts, these modules allow front and back label application on the product.



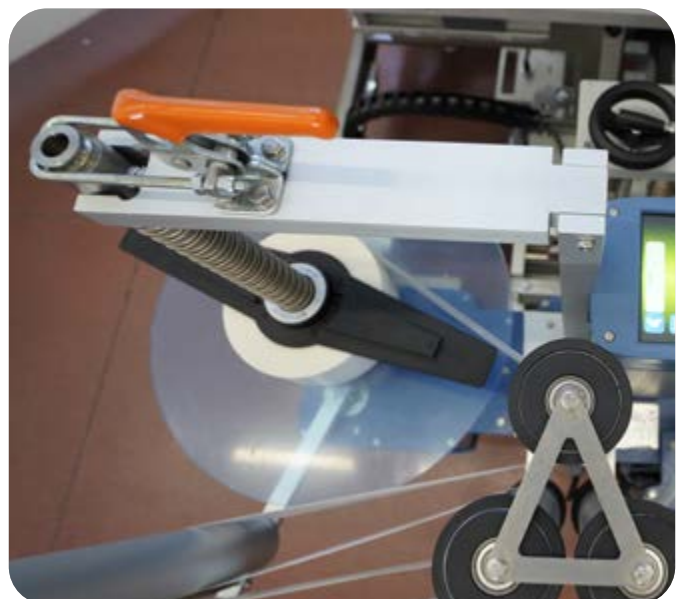
MOTORIZED REWINDER

Ensures high production rates while efficiently handling large-diameter label rolls.



REINFORCED ROLL SUPPORT

Equipped with a quick-release handle to facilitate fast and easy roll changeovers.



DUAL TENSION CONTROL ROLLER SYSTEM

Supports the label web movement and maintains **constant tension**, preventing premature label peeling during roll unwinding and avoiding sudden or continuous oscillations of the liner paper.



CONTROL INTERFACE

15" Siemens touch-screen operator panel with **graphical interface** for complete system management. **Control based on Siemens PLC and electronic architecture.**

Production efficiency and reduced environmental impact



THE RESULTS

Thanks to the synergy between Tiber Pack and Etipack, Diva International has achieved a fully automated line that uses labelling as the sole method of secondary packaging.

The system makes it possible to:

- completely eliminate additional packaging
- reduce the use of plastic and secondary materials
- simplify internal logistics and stock management
- maintain high production efficiency while fully complying with the company's sustainability principles
- And significantly reduce the amount of manual labour required for multipack creation.

The **result is an efficient, low-impact system** that, by using horizontal labelling as the only means of grouping, redefines the concept of multipack in the personal care industry.

[WATCH VIDEO](#)



A valuable partnership



The project developed for Diva International is a **concrete example of effective collaboration** between two Italian leaders in industrial automation.

The integrated line designed by Tiber Pack and Etipack combines complementary expertise and an innovation-driven approach to deliver a **tailor-made, high-performance, and sustainable solution**.

"Developing automated solutions that enable the creation of more sustainable and cost-effective packaging is one of our primary goals. The collaboration and professionalism of Etipack have been key to achieving this result, fully meeting the customer's needs." – **Michele Celestini, Sales Area Manager Tiber Pack**

"The development of this application has further strengthened the collaboration between Etipack and Tiber Pack. Sustainability has now become a daily topic, and creating an even more integrated solution has made this application more attractive and competitive on the market" – **Paolo Gorla, Sales Director Italy, Etipack**



THE COMPANIES

TIBER PACK

Tiber Pack, with over **57 years of experience**, operates in the field of **automation applied to packaging, wrapping, and palletizing**, designing and manufacturing **complete automatic systems** equipped with **state-of-the-art technologies and software**. Each line is **custom-developed** to meet the customer's specific needs, with the goal of delivering **efficiency, reliability, and product care** at every stage of the process.

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ETIPACK

Etipack designs, manufactures and sells systems for **labeling and coding** with pressure-sensitive labels, feeders and pick-and-place machines for product distribution and handling. Since **1978 a leading company** in the industry in Italy and among the largest in Europe, Etipack **is an international organization** and a member of the **Possehl Identification Solutions division** of the German Possehl Group.

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