

**preparation**

# Packaging

## The chocolate's new clothes.

The chocolate's packaging plays a key role, and takes place immediately after it is produced. As well as making it attractive and recognisable, it also protects the chocolate against cold, heat, flavour loss and damage.

Classic chocolate packaging is made up of an inner layer, e.g. of aluminium or paper, to protect against flavour loss, and an outer layer of cardboard or paper.

For many years, we at Ritter Sport have used environmentally friendly single-material polypropylene flow wrapping. This can be recycled and provides perfect protection for both the product and its flavour, as it is especially impervious to light and odour. The printable plastic also makes further tertiary packaging unnecessary, saving us more than 1000 tonnes of packaging a year.



We at Ritter Sport use environmentally friendly single-material polypropylene flow wrapping.

When the chocolate bars have been poured and cooled, they are thus conveyed to the flow-wrapping machine, where the printed plastic packaging and the chocolate squares approach one another. In a fraction of a second, the flow wrapper envelopes the square; at the same time the snap-open pack is folded and the side fins sealed and cut off.

Every day, roughly 2.7 million 100g squares come off the packaging machines at RITTER SPORT, equal to the weight of 100 elephants. Piled on top of one another, they would make a tower higher than the Stuttgart TV tower or the London Eye.

At the central warehouse, the packaged bars are packed into cardboard shelf boxes, floor displays, counter displays, cardboard boxes and other forms of packaging. Now, all that is required is to keep the temperature at an ideal level between 10 and 18°C to make sure that 100% of the chocolate flavour arrives at its destination.