



## SEAFOOD BANDING MACHINE CASE STUDY

### *Oyster Banding Machine*

An oyster farm in the Netherlands discovered Alliance Rubber Company's Seafood Banding Machine while searching online. After reaching out to the International Division's Sales Representative, Raquel Carter, the company felt as if the banding machine could improve productivity in their packaging line. They continued researching the Oyster Banding Machine by reviewing the specifications provided by the Alliance Sales Representative and also by watching informational videos of the machine in use. After making the decision to purchase the machine, the oyster farm also worked with Alliance's Printed Products division to create a branded rubber tube (for use in the machine) featuring the company's logo and specific PMS color. While in the trial phases of implementing the new banding machine, the oyster farming company has found that they have not only increased productivity in the packaging line but have also found a simple and efficient way to improve brand recognition.



To learn more about other industries that have improved their workflow by using the Seafood Banding Machine offered by Alliance Rubber Co., please visit <http://www.rubberband.com>. Or contact our experts directly by e-mailing: [sales@alliance-rubber.com](mailto:sales@alliance-rubber.com)

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