It has been 135 years since George Washington Case, a farmer and butcher in a little Somerset County town of Belle Meade, New Jersey, began making and selling the now famous CASE Hickory Smoked Pork Roll. Since 1920, this time honored product has been processed and packaged at 644 Washington Street, Trenton, NJ. The packaging extremely slow and done by hand. With the continuing rise in the demand for the product, the Grieb family knew that it was time to investigate machinery to assist in the processing and packaging process.

With the assistance of Don Coakley of PACKAGE AUTOMATION COMPANY, CASE Pork Roll worked on a plant layout that included a thermoformer, infeed conveyor, and ECM continuous motion, horizontal cartoner from ECONOCORP. The customer’s objective was to purchase equipment that would be designed to fit into a small room, while maximizing production to keep up with the ever increasing demand. Tom Grieb, President of CASE Pork Roll was quite involved in this automation transition and reports, “As with most equipment start ups, there were a few bumps in the road but all of the suppliers, especially ECONOCORP, stepped up and supported us all the way. In fact, the ECM cartoner has been operating at excellent efficiencies now for about five years, and has helped increase our daily output by more than 200%.

ECM Continuous Motion, Horizontal Cartonener
With future expansion in the works, the team at Case Pork Roll looks to ECONOCORP as a major ingredient to their past and future success. “I have a very good understanding and feel for the ECM cartoner, but it’s also nice to know that I can also just pick up the phone whenever I need an answer. I can count on the folks at ECONOCORP to help. In fact, periodically I call the service department simply to say hello,” adds Dennis Williams, Vice President of Operations.

ECONOCORP would like to thank Tom, Dennis and the rest of the Case Pork Roll family for their continued support and we look forward to playing an important roll in their expansion and continued success.

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**ECONOCORP WELCOMES NEW AGENTS**

We are pleased to welcome two new agents to the ECONOCORP family. Both of these EU countries already have multiple ECONOSEAL installations and we look forward to a productive future with both companies.

**CARIBONI PICOLLO S.R. L.** is headquartered in Bulciago (Lecco), Italy. They also sell equipment in Switzerland and Austria. For inquiries in these countries, please contact Mr. Andrea Marinello by Tel: 39 031 874481, Fax: 39 031 862598 or email: rpicollo@caribonipicollo.com.

**VIRO** is headquartered in Vrhnika, Slovenia. They also sell in the countries of Croatia and Bosnia. For inquiries in these countries, please contact: Mr. Malej Bojan by Tel: 386 1 750-6200, Fax: 386 1 750-6210, or email: malej@viro.si.

Both CARIBONI PICOLLO and VIRO also have manufacturing and service capabilities. They often purchase standard ECONOSEALS with capability of integrating additional equipment and options for more complete automatic packaging line solutions.

We wish both of these new agents much success in their marketing of ECONOSEAL machines in their respective countries.