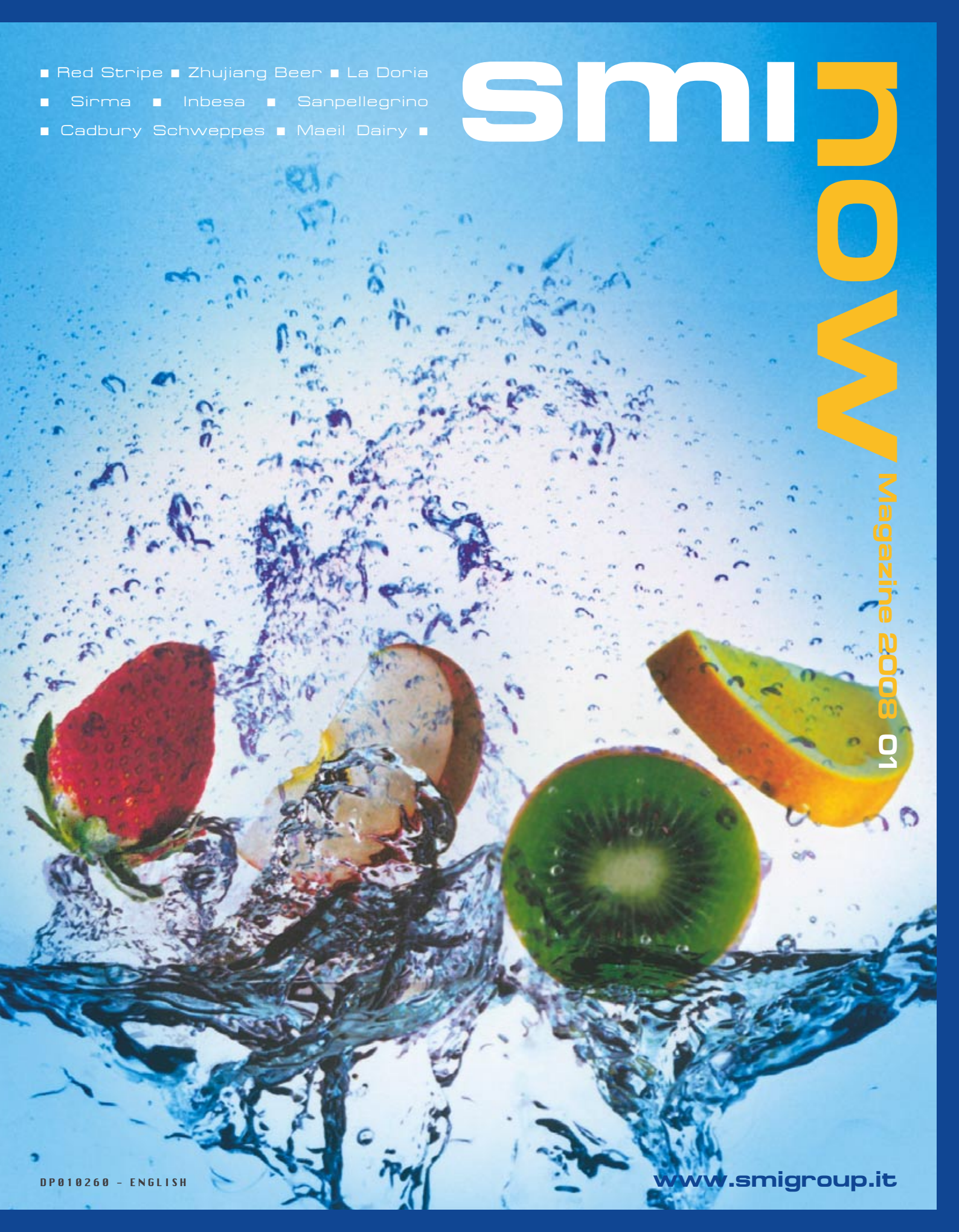


- Red Stripe ■ Zhujiang Beer ■ La Doria
- Sirma ■ Inbesa ■ Sanpellegrino
- Cadbury Schweppes ■ Maeil Dairy ■

# smi now

Magazine 2008 01



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Magazine 2008 01



SMI packaging machines sold

**BEER SECTOR**  
**519**



**FOOD SECTOR**  
**346**



**WATER & CSD SECTOR**  
**2493**



**DAIRY SECTOR**  
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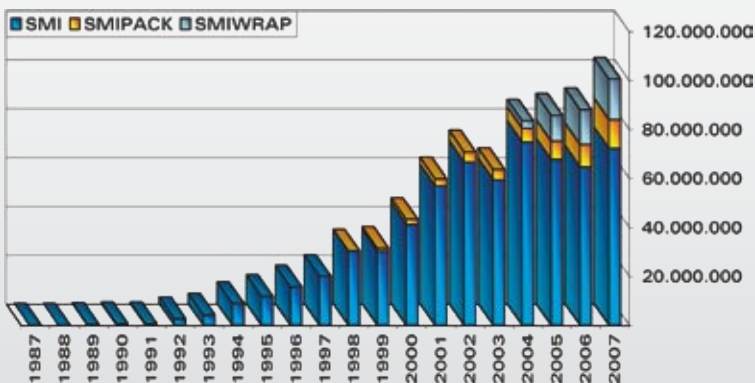


**REDUCED OVERALL DIMENSIONS**



**>> PAG.34**

**TURNOVER (EURO)**



2007 Summary:  
SMI group  
grows at  
"Chinese" rates

**>> PAG.60**

# Red Stripe.



BEER SECTOR

**Red Stripe**  
Diageo group  
Kingston, Jamaica  
>> casepacker  
SMI WP 450



■ The history of Diageo begins between the 18th and the 19th century, with the creation of some of the most prestigious and renowned brands of alcohol. Following expansion, innovation and diversification in the 20th century, today the Group has acquired great success in the business familiar to everyone, confirming itself as one of the leading worldwide producers of quality drinks (alcohol, wines, beer) sold in over 180 countries. The leading brands produced by the group include: Johnny Walker, J&B, Baileys, Guinness, Red Stripe, Senator Keg, etc.



# Red Stripe®

## A BRIEF HISTORY...

■ Red Stripe has been part of Diageo since 1993, but its history began in 1918 with a "simple meeting". One morning two young men met in the offices of the West Indies Mineral & Table Water Company in Kingston, Jamaica.

"My name is Thomas Hargreaves Geddes," said the newly arrived person. The other responded: "Pleasure to meet you. I'm not that long here myself. I am Eugene Desnoes."

For the first time, Desnoes and Geddes (see photo above) shook hands: it was the beginning of a beautiful partnership, which created the world of Red Stripe Lager, the most popular beer in Jamaica. Red Stripe is in fact the commercial brand name of "Desnoes & Geddes Limited" and the leading brand name of the company.

Since then Red Stripe Lager has been representing the long, rich history of Jamaica, its music and the "ethics" of DIY (do it yourself) born with the anarchic-punks.

The beer has become symbol of good music and the spirit of youthful rebellion. This association was grounded in the United Kingdom in the 70's with the birth of reggae, punk and ska (musical genres originating from Jamaica). To this day Red Stripe is an important sponsor of events like the annual festival "Reggae Sumfest".





NOW  
THAT'S  
WELL  
COLD.

*Red Stripe*

*The World's Coolest Beer Company.*

■ Being part of the international Diageo group has been highly significant for the international distribution of Red Stripe and Dragon Stout. And now the new Red Stripe Light Red Beer has also been added. Red Stripe beer is currently exported to the USA and Canada, the Caribbean, Australia Japan and three European countries.

In this context of expansion, the new investments in production facilities, as well as the partnership with SMI, have been fundamental.

Initially, the customer wanted to renew its existing plant, and SMI was involved in this first phase with the provision of a line of conveyor belts to increase accumulation buffers in the existing line.

With a view to continuous business expansion, it was crucial to complete the project with the installation of a brand-new production line.

A SMI WP 450 wrap around casepacker has been added to the line, equipped with partitions insertion device, along with a line of conveyor belts for both loose and packaged product.

Flexibility of the line and final packaging are essential features as the

machine packages different kinds of loose products and clusters/baskets (in addition to Red Stripe beer, Dragon, Guinness, Malta and Smirnoff Ice bottles are also packaged).

The loose product is packaged in wrap around boxes provided with partitions to preserve the quality of the bottle during transport.

The commercial activity of the Red Stripe brewery is geared to national and international markets: in this context it becomes essential to protect the qualities of the packaging, so that the product is of great impact within large-scale retail trade and ensure the customer the same image the company has in Jamaica.

Moreover the product in cluster and baskets is packaged in wrap around boxes in the classic 4x6



format.

The plan has been satisfying for both partners; from the outset the conditions were created to understand the customer's expectations in terms of layout and

production efficiency and so be able to provide Red Stripe not only with a machine with relevant conveyor belt line, but also with a service and commitment of a long-term partnership.

## ▪ THE BEER MARKET - How to satisfy customers in a dynamic market in continuous growth!

The beer market is rapidly evolving, recording an increase in pro-capita consumption and creating good opportunities in consolidated markets and in regions with emerging economic potentials.

Within this dynamic context a mix of factors become crucial: choice of consumers, marketing strategies, branding policies and innovative ideas for the product and packaging.

The competitiveness of breweries is increasingly based on their flexibility and timeliness to meet market demands and production efficiency.

The experience SMI gained in this sector, combined with the flexibility to satisfy all kinds of customer's requests, makes for a successful partnership.

# Zhujiang Beer.



BEER SECTOR  
**Zhujiang Beer**  
Inbev group  
Guangzhou, China  
>> casepacker  
SMI WP 450



## ■ INBEV GROUP

Inbev is a world leader in beer production, with a turnover of 13.3 billion euro in 2006. It enjoys a key presence both in the most industrialized and in the emerging markets, selling its products in over 180 countries, directly by its own operating units or indirectly through licensing agreements. Stella Artois and Beck's are just some of the brands which unite consumers around the globe; Inbev's portfolio includes famous brands like Leffe, Brahma, Staropramen and Hoegaarden, as well as 200 local brands produced worldwide.





■ SOME HISTORICAL DETAILS...

The history of Chinese beer is 900 years old, with recent archaeological discoveries that show Chinese villages producing beer as an alcoholic drink on a small individual scale, with a production process similar to that of ancient Egypt and Mesopotamia. Chinese beer, initially popular only in China, has enjoyed international development over recent decades.

Guangzhou Zhujiang Beer Group Company Ltd. was founded in 1985 under the guidance of Inbev and is currently one of the top 3 beer brands in China and second in terms of sales.



# Zhujiang Beer

## The “Southern” beer

■ The origin of the name “Zhujiang Beer”, pronounced “Joo Jung Beer” which means “Pearl River Beer”, is particularly interesting. The Pearl River is the third largest river in China after the Yangtze and the Yellow River.

The Zhujiang company is located in Southern China, in the city of Guangzhou, which lies on the delta of the Pearl River in the province of Guangdong, region known for its culinary preparations and gastronomic style. The production unit in Guangzhou is recognised as the largest beer production site in the world; the number of bottles

consumed in one hour is astronomical: 48,000!

The company production covers 50% of the region needs and 80% of Guangzhou needs.

A number of smaller industries, which led the group to reach the best positions over a very short period of time, are all part of the Zhujiang Beer group. Named “Beer of the South”, it is known extensively and is available throughout the country and in the nearby Asiatic regions, earning export shares in international markets like Great Britain, Sweden, USA, France and Australia and recently also in Canada.

# High-speed China

## A challenge to be won through SMI partnership



■ In a competitive market like China, the Zhujiang Brewery has known how to tackle the change in the demand and consolidate the quality of its product, also beyond China. Not much time has passed since 1985, when a long history started: in a handful of years Zhujiang Brewery

conquered a leadership position in the beer sector, continuing to accept the market challenges, so as to consolidate its success. Success achieved by virtue of a first class technology centre, which leads the company to use hi-tech machinery produced by leading international

manufacturers.

The partnership with SMI starts here.

The Zhujiang Brewery in fact is a long standing SMI's customer, as its first order for a wrap around casepacker dates to 1999. The growing sales success marked the beginning of the expansion process we know today and led the company to invest in new production lines, where over 20 SMI machines are currently used.

2008 is the year of the great challenge, which Zhujiang wants to win with SMI help. Like an athlete training to win the "gold medal" at the 2008 Beijing Olympic games, Zhujiang is preparing itself for the greatest challenge ever: producing 72,000 bottles per hour in one single production line packing products in various



types of packaging (packs in film, multipack with overwrapping cardboard sleeve or wrap around boxes). This has given way to the installation of two new beer bottling lines: one at Guangzhou brewery and the other at Zhanjiang

brewery.

How is the largest beer production plant in the world preparing for this challenge? We asked Mr. Luo Zhijun, deputy general manager of Zhujiang Brewery.



## ■ IT IS THE CUSTOMER'S TURN TO SPEAK - Interview with Mr. Luo Zhijun



Jack Lee, SMI China area manager, met the deputy Manager of Zhujiang Beer, Mr. Luo Zhijun (in the photo on the left)

*What factors have made you invest in two new lines for the production plants of Guangzhou and Zhanjiang?*

“These two new production lines are essential for bottling our beer (draft beer). We have designed the fastest line of cans in China at the production plant of Guangzhou, with a production of 72,000 cans per hour.

The size of the population and the growing pro-capita consumption has caused a substantial rise in the beer industry: factors which have led our company to add these new high speed production lines to satisfy the growing demand of the market. We expect the new lines to be able to satisfy the demand for canned beer for the next 2 or 3 years.

We have also invested in a bottling line of 50,000 bottles per hour in the production plant of Zhanjiang, in western Guangdong.

The production of Zhujiang Beer Zhanjiang will have to cover the market of western Guangdong, Hainan, Guangxi and Guizhou.

The current production capacity of the Zhanjiang plant cannot satisfy the demand in these regions and we hope that the start of the new high speed production line will improve our supply.

To summarise, the high demand of the market has been the main reason for our investments in these two new lines, which will come on line before Summer 2008 and improve our supply.”

*What challenges does Zhujiang Brewery want to conquer in 2008?*

“In 2008 the total output of Zhujiang Beer will exceed 15 million hl, thus starting its climb towards the peak of the “top 10” of the Chinese beer industry.





*Mr. Luo Zhijun, deputy general manager of Zhujiang Beer*

Currently there are 10 bottling plants operating within Zhujiang Beer, almost all in the Guangdong province.

In 2008-2009 Zhujiang Beer wants to expand outwards: the short term objective is to design two new bottling plants, one in the province of Hunan and the other in the Guangxi province, with a production capacity of 40,000 bph."

*SMI is a long time supplier of Zhujiang, with 20 machines installed and 8 to be delivered shortly.*

*What does Zhujiang Brewery expect from this new supply of SMI?*

"Yes, many SMI machines are at work in Zhujiang Beer.

The first WP was installed

in 1999. After this long term co-operation we believe SMI is an excellent business partner.

Zhujiang Beer has great belief in SMI machinery.


As a result, we purchased the SMI high speed shrinkwrapper and the MP multipack packaging machine for our new can lines, though we had no experience with this kind of machinery.

Zhujiang Beer expects the SMI supply to help maintain the high level of efficiency of the new lines and to offer the market greater choice of secondary packaging means: packs in film only or with flat cardboard pad support, multipack in overlapped cardboard sleeve and cardboard boxes."


*How has SMI contributed to the success of Zhujiang Beer?*

"Zhujiang Beer is a famous brand in China and Zhujiang Beer Corporate is one of the first Chinese companies working in the beer market and the largest producer in Southern China.

SMI machines have helped us reach and consolidate our current position in the market and increase the image of our product, thanks to the variety of packages we can create."



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FOOD SECTOR  
**La Doria**  
 La Doria group S.p.A.  
 Salerno, Italy  
 >> multi-packer  
 SMI MP 200



■ La Doria is a leading group in the production and sale of tomato by-products, legumes and pasta in boxes, juices and drinks of fruit and other complementary products and is present in the most important chains of the large-scale retail trade and discount in Italy (29% of sales) and abroad (71%), especially in Northern Europe.

The Group is the first Italian producer of legumes in boxes and the second producer of tomato by-products and fruit juices. The company, always particularly attentive to the needs of its customers, thanks to its 50 year long experience and high

level of flexibility, is able to satisfy almost all kinds of needs, through the personalisation of recipes, packaging and service. To offer an innovative impact “packaging” which represents the group’s brands at best, Doria relies on the experience of SMI.

■ **The production sites**

The historic production plant of the group is located in Angri (Salerno), from where the Ferraioli family began its activity in the distant 1954. Here tomatoes, legumes, fruit juices, fruit salad and boxed



pasta are produced.

At the Sarno plant (Salerno) tomato conserve, ready made sauces in glass, fruit juices, tea in PET bottles and metal packages are produced to meet the production needs of the group. High-tech packaging lines have been installed in Sarno. A line for the production of packaged tomato pulp in the *combisafe*<sup>®</sup> 390 g package format (new retortable cardboard packaging) has recently been installed. La Doria will use the same line to launch the production of organic legumes for the first time in Italy.

The other production sites of the group are in Fisciano (Salerno), Faenza (Ravenna) and Lavello (Potenza). The production site of Fisciano produces peeled tomatoes and organic pulp primarily intended for foreign markets like Japan, Scandinavian countries and Great Britain. The production plant of Faenza produces fruit purees, while the site of Lavello is dedicated to the production of large formats for catering, as well as fruit purees.

## ▪ GETTING TO KNOW TOMATOES: an important product for the Italian economy

Tomato is one of the primary ingredients of Italian cuisine. It is tasty, genuine and easy to digest. It has a low calorie content and is rich in vitamins and mineral salts including potassium: all features which have made it remarkably successful.

The use of tomatoes, or their by-products, is so diffused that it is impossible to think that pizza, pasta and so many other dishes were born and lived at length without its presence, just like it seems strange that the tomato was not born in the Mediterranean basin, but in South America, in the tropical and sub tropical areas of Peru and Ecuador and only in relatively recent times it has become a primary ingredient of Italian cuisine.

According to some scholars, the English name "tomato" comes from the Aztec "xitomate" or "zitomate", while according to others from "tomati", name which a number of indigenous populations of Mexico called the fruits of the tomato plant they fed on. In the 16th century the tomato, initially considered a medicinal plant, entered Italian cuisine, it was given the name of "golden apple" and was used mainly to decorate balconies.

A short time would pass before the advent of the tomato transformation industry would arise, which to this day is still one of the most important realities of the Italian economy. The Italian market of tomato by-products has experienced considerable diversification in offer over recent years and today the products in the tomato range can be divided into concentrates, peeled, sauce, pulp, ready made sauces and cherry tomatoes of Pachino.

The process of diversification has also involved the packaging industries, which must always be ready to offer customers of the industry machinery which satisfies the most varied kinds of requests of the market.



# The other packaging.

## Beyond the can and the glass



### ■ The companies of the group

The companies LDH and EUGEA are part of La Doria group. LDH (La Doria Ltd) is an English company, working in the sale of tomato by-products and fruit, legumes, tuna and boxed salmon and other products. The company is the operating arm of the parent company in the United Kingdom and provide the large chains of retail-trade directly, without the use of intermediaries. To date LDH enjoys important market positions above all in tomato by-products and fruit with private labels.

Eugea Meditteranea SpA, located in Lavello (Potenza) is a company involved in the production of tomato by-products and fruit purees.

■ The competitive strategies of La Doria have the objective of strengthening its position and innovating the product with new formats and packaging. Since 1995, SMI has been able to understand the development of the market and provide La Doria with the kind of secondary packaging machines that satisfy the production demands of the moment. 14 different kinds of packaging machines are installed at the production plants of the company (tray formers, medium and high speed shrink wrappers and overlapped cardboard sleeve packaging machines), to respond to the demands of innovative attractive packaging which should always capture the attention of the users. As regards the wrap around strip packaging machines specifically, an MP 200 has been recently installed to process the tomato conserve in *combisafe*® 390 g packaging. The product is packaged in 1x2, 1x3 and 2x2 multipacks with an attractive graphic appearance and a strong visual impact. The packages realised with the MP packaging machines are easy to handle, open and store and guarantee the product excellent protection thanks to the



## ■ LA DORIA IN FIGURES

In 2007 La Doria recorded a consolidated turnover of more than 406,6 million euro, the 29% of which on the domestic market and the remaining part on the international markets, especially in Northern Europe.

The sales consist of the fruit line (27,5%), of the "red" line (29,6%) and of the line for the production of legumes, vegetables and boxed pasta (19,3%). The "other sales" (mainly consisting of products sold by the subsidiary company LDH - La Doria Ltd) make up 23,6% of the turnover.

85% of the Group revenues result from private labels products, especially sold abroad (among the chains of large-scale retail trade, it is worth mentioning Sainsbury, Tesco, Aldi, Hahold, Danske Supermarket, Carrefour, Auchan, Coop Italia, Conad PAM ICA, etc.); the remaining 15% results from La Doria-branded products, Vivi G-branded products and La Romanella discount products, almost exclusively sold on the Italian market, in the copacking formula.

La Doria also produces for some leading brands in Italy and abroad, such as Star, Santarosa-Unilever, Coca Cola, Heinz, Mutti, Kagome.

possibility of applying pack reinforcing flaps.

The MP 200 packaging machine satisfies the production demands of the line in full, whose nominal speed is of 14,400 bottles per hour.

La Doria has decided to propose *combisafe*<sup>®</sup> to respond to the change in the purchasing habits of the consumer, who prefer new containers, easy to handle and open with a strong image of quality and freshness. The new

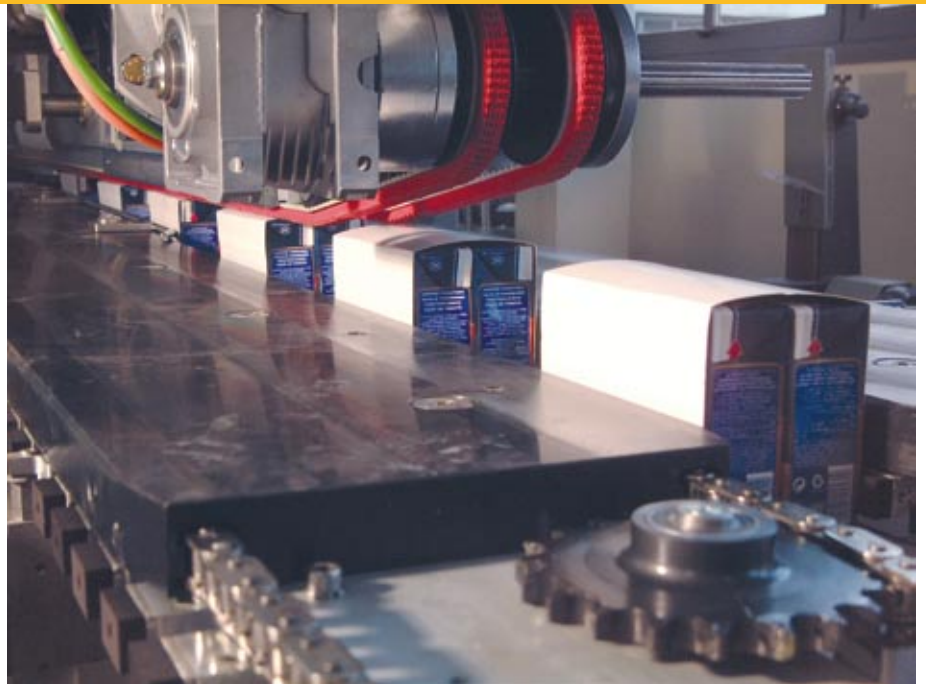
container packed by the MP 200 is highly innovative, guarantees a superior quality of the product and is an alternative to the traditional tin cans and glass jars. With *combisafe*<sup>®</sup>, La Doria also wants to offer large-scale retail trade a packaging with sure logistical benefits, like optimisation of shelving space and transport and storage costs.

The range of products offered by La Doria in *combisafe*<sup>®</sup> will also include tomato by-products,



legumes, soups, ready made sauces and ready made meals in different formats.

The advantages of this new kind of packaging are many, both for the producer and the consumer.



## combisafe®

### Advantages for the producer

### Advantages for the customer



**1.** It catches the consumer's attention: its high visual impact packaging makes the product attractive, encourages impulse buying and is easy to recognise on the shelves.

**2.** It offers logistics benefits: it optimizes both transport costs (+80% of products per pallet compared with glass and +15% compared with cans) and shelving space (+50% shelf space: 12 *combisafe*® containers in place of 8 standard cans) and it is easier to stack and store.

**3.** It features a high flexibility level in terms of sizes available (from 200g to 500g) and product portfolio.

**1.** It is a practical, fast and convenient packaging: it can be stored in the fridge, without spilling the product, partially closed and does not leave odours. Once used, it can be crushed and occupies very little space in the trash bin and can also be recycled along with paper.

**2.** It is a safe and easy to open packaging, since it is provided with a tear opening, does not need tin openers and there is no risk of breakage (as with glass jars) or injury.

**3.** It is an eco-friendly material which satisfies the demands from the consumer to respect the environment, also in its final destination after use.



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# Sirma.



WATER & CSD SECTOR

## Sirma

Sirmagrup

Bursa, Turkey

>> stretch-blow molder

SMI SR 4HC



**Above:** sunset on the Sapanca Lake, the resort were the Sirma water spring gushes out

## ■ SIRMAGRUP: SOME HISTORICAL DETAILS

Despite its recent origins, the SIRMA group has quickly initiated a process of expansion, increasing its production output and investing in technologically advanced systems.

The first production plant Buron Tum Gida was set up in Bursa in 1991, where water production was begun under the name "SIRMA" and where "Sirma soda" glass bottles are currently packed.

Other production lines, dedicated to water bottling, lie in Sapanca, where Kaynak Sulari ve Turizm is located. Later, in 2002, Grup Soda Ve Mesrubat Paz was set up to package "fruit soda" in glass bottles, forming a sound base for the development of the group; in fact, in 2008 a new production plant of 15,000 m<sup>2</sup> will be completed near the Sapanca spring site.

In Sapanca the renowned Sirma water, featuring natural taste and healthy properties, gushes from Mount Kartep at an altitude of 1,800 m.

Bottled by fully automatic machines it is distributed throughout Turkey and beyond, so that all may benefit from these qualities.

## ■ The beverage market

The consumption of mineral water is in continuous growth and it is expected that a further increase will take place by virtue of the same factors which have marked its current success: first and foremost the limited possibility of disposing of good organoleptic quality drinking water in addition to the intense marketing activities by major industrial groups and the orientation towards nutritional lifestyles that privilege healthy-natural food habits.

The market of waters flavoured or enriched by important health ingredients like vitamins, oxygen, herb extracts, etc. is also in rapid development.

For some years the consumption of still water has been gaining ground over sparkling waters, despite it is being contrasted partially by the discreet success of the slightly sparkling and effervescent natural waters. Still waters in fact base their strength on the ability to combine health needs - which are being successful - with those tied to taste.

PET is the material used by the vast majority of companies, while glass - heavily disadvantaged in terms of costs and handling charges connected to the practise of money back for empty bottles - is still used in the channel of home deliveries, but continues to fall.



## ■ Some figures

### SIRMA - Bursa plant

- 15,000** m<sup>2</sup>: production area;
- 90,000** : number of bottles / hour
- 5**: types of bottles
- 20**: types of packaging
- 10**: types of product
- 21**: flavours

### KAYNAK SULAN VE TURISM - Sapanca plant

- 20,000** m<sup>2</sup>: production area
- 90,000**: number of bottles / hour
- 7**: types of product



## ■ The beverage market in Turkey

This process of continuous expansion has involved Turkey, as well; this country experienced a "magnetic" development over the last 15 years and turned into a market fully integrated into the international trade, ever closer to the western models and with an ever higher standard of living. This new scenario has qualified Turkey as a reliable interlocutor on the international scene, where Italian operators are in an advantageous position as Italy is not considered only a business "partner" of great importance, but also a cultural and development model to copy, providing the technology which serves to improve local and international production.

## ■ Sirmagrup

The Sirma Group has made its products available also to international consumers, earning a continuous growth in the volume of water exports. Today, with more than 19 different products, SIRMA has made a name for itself within Turkey and chosen an Italian partner to enter the international arena: SMI, which has been following this unstoppable growth since the early 21st century.



- IT IS THE CUSTOMER'S TURN TO SPEAK - Mr. Erol Karabacak, the founder of company Sirma, explains the importance of the choice of a supplier within an expansion process.



*Since 1991 SIRMA has been experiencing a period of continuous expansion. What have been the factors of this success ?*

“First and foremost we have been able to take advantage of market opportunities and offer consumers a series of products to respond to their economic, health and purity expectations. Our original line of water is being expanded to include waters flavoured with fruit (apple, lemon, tropical fruits, cherry), waters flavoured with vitamins and a series of sparkling beverages enriched with vitamin C. Consumption is moving ever closer to this segment which responds to the demands of healthy nutrition. In the early 2000s we

found ourselves up against a growing demand in the market and in this context it was crucial to make further production investments and choose a supplier who could respond not only to our requests of the moment, but could also be our advisor in this important development, to respond efficiently to a market in continuous change.”

*How did you tackle the growing demands of the market?*

“The only way was to invest further in production. In particular water and soft drinks consumers are looking for packaging alternative to glass: in this context it has been necessary to install a new production line of PET bottles with a particularly innovative design. And it has been from that moment on that we began our relationship with SMI, adding the SR 8 blow-molder to our plant of Sapanca to satisfy the production demands of 12,000 bottles/hour. SMI was able to perceive our requests and immediately made its technical staff available for the development of the new

0.33, 0.5 and 1.5 l bottles. Following this installation, which dates from 2004, our partnership with the SMI group began, consolidating itself with the choice of the new SR 4HC blow-molder to produce PET bottles of 5 and 10 litres and with the installation of other secondary packaging machines at the various production plants of SIRMA group.

Overall, a dozen of SK and LSK shrinkwrappers are at work in the plants of Sapanca and Bursa, to produce varied kinds of packaging for PET products and glass.

We also decided to install a new SR 4HC in the new plant nearby Sapanca, due to become operational in 2008 to produce large volume containers, and an LSK 35F shrinkwrapper.”

*What factors have consolidated your partnership?*





“For sure, the contact with the supplier.

After the first SR 8 blow molder was started, our contacts with SMI did not limit themselves to traditional services, like spare parts supply and technical assistance, but rather transformed into an approach geared to maintaining and improving continuously the performances of each single machine, guaranteeing their functions for the entire lifecycle.

The supplier came to us making his staff available: initially to study our requests and allow the realisation of a product which would respond to our demands and those of

the market; later to put us in the condition to be able to use best what we had installed and achieve the maximum possible efficiency.

Only with this view to continuing collaboration a long-lasting partnership can be established.”





# Inbesa,



WATER & CSD SECTOR

**Inbesa**  
Fuensanta group  
Asturias, Spain  
» shrink-wrapper  
SMI SK 602T



■ In the region of Asturias in Northern Spain, history and economic development create a oneness with the natural beauty of the woods and lakes, with the characteristic landscape of the mountains and the turbulent ocean sea. The natural areas are the pride of this independent region, providing the resources for its economic development. It is from this uncontaminated landscape that the predominant economic sector of mineral waters develops. This region of Spain is home to important bottling companies. The Fuensanta Group is the most

important company in Asturias in terms of turnover and the twelfth most important producer in Spain, with 132.8 million litres bottled in 2006, 92.6 of these in the plant of Aguas de Fuensanta and the rest split between the branches of Aguas de Orotana and Aguas de Font de L'Om. Between 2005 and 2006 the group increased production by 7.97%, attributing a 2.5% market share to the Fuensanta group. Another regional group of great development is Inbesa (Innovaciones y Bebidas), whose majority shareholder is the Aguas de Fuensanta company. The plant



of Galea produces a vast range of waters, beverages, cider, juices and other drinks with its own brand name and that of other producers. Inbesa, which among its shareholders boasts also the Institute for Economic Development of the Principality of Asturias (Idepa), was the first Spanish company to produce flavoured and fruit flavoured waters.

## ▪ SENSACIÓN AND VITALÍNEA Packaging realised with the SMI SK 602T shrinkwrapper



**Above:**  
*the Font Vella web site  
[www.fontvellasensacion.com](http://www.fontvellasensacion.com)  
matches the refreshing  
properties of water and fruit  
with the rhythm of  
the "Garglings" band music*

Galea water is currently sold in Spain and abroad. Since 2005, under the supervision of Font Vella-Danone, Inbesa has been producing at the Siero plant aromatised waters of Font Vella Sensacion and functional waters Vitalinea. These waters were previously imported from France.

The Inbesa production plant has made considerable investments to install this new bottling line, which is an innovation in the offer of mineral water in Spain: it is a product, which for its characteristics is close to the concept of CSD beverages.

This operation, developed with the cooperation of Font Vella (that markets the Sensacion and Vitalinea products) demonstrates the importance of Inbesa, both for its experience in this sector and for the level of technological and innovative development.

The new line, called Font Vella Sensación, is a water based product with the addition of fruit flavours. The formula, already sold



by Danone in France, Great Britain and Germany, has met with a good response on the Spanish market.

To pack its two products Sensación and Vitalinea, Inbesa has chosen to install in its production line an SK 602 T twin lane shrinkwrapper.

1.25 litre PET bottles are packed in 3x2 and 2x2 multipacks in film only and in 4x3 and 5x3 packs with the support of a 130 mm high tray, which provides greater protection for the content of the pack itself. The investment made has

been satisfying for both companies and has allowed the production and sale of this range of products, which satisfy an increasing number of consumers.

The installation of a SMI shrinkwrapper is the result of a partnership began with the origin of Inbesa, founded in 1995 as an independent company of the Fuensanta Group.

The first machines delivered by SMI to the Spanish company date to 1996, with further investments in the following years, including

a shrinkwrapper to make packages in trays + film and a tray former.

SMI has been able to respond to changes in the market which Inbesa and the other companies of the Fuensanta group have had to tackle, offering different solutions which have highlighted the technological aspects and assistance of the supplier.



## Water market:

### Sanpellegrino closes the year with the record of one billion bottles



■ In Ruspino of San Pellegrino Terme (Bergamo), a short distance from SMI manufacturing plants, the new production "record" of the local bottling plant of Sanpellegrino-Nestlé Waters Italia was celebrated: over one billion bottles produced in 2007 between mineral water and beverages.

In historic terms, the Bergamo plant is the leading plant of Sanpellegrino-Nestlé Waters group: it dates to 1889 when the company Anonima Terme di

San Pellegrino was set up. To date it is an important economic reality, an undisputable protagonist in the Italian catering sector abroad and a valuable client for SMI group.

Of the billion bottles produced, over 70% are exported, confirming the international mission of the company. Already in 1900, in the first year of activity of the business, exports were more than 16% of production and in 1907 Sanpellegrino water



## ■ Sanpellegrino group

Sanpellegrino-Nestlé Waters Italia is the largest and most important company in the non-alcoholic beverage sector in Italy, leader in the Italian market of mineral waters and second in the soft drinks market. In the mineral waters sector, Sanpellegrino operates with the international brands S. Pellegrino and Acqua Panna, national brands Levissima, Nestlé Vera and S. Bernardo and regional mineral waters Pejo, Recoaro, Claudia and Nestlé Vera S. Rosalia. On the CSD market, instead, Sanpellegrino operates with the brand San Pellegrino (orange, lemonade and other sparkling drinks), Chino (chinotto), Sanbitter (alcohol free aperitifs), Belthè (cold tea), Recoaro and Vera. In 2006 Sanpellegrino reported sales for 900 million Euro. Its products are available in over 100 countries and are marketed through a worldwide network of branches and distributors.

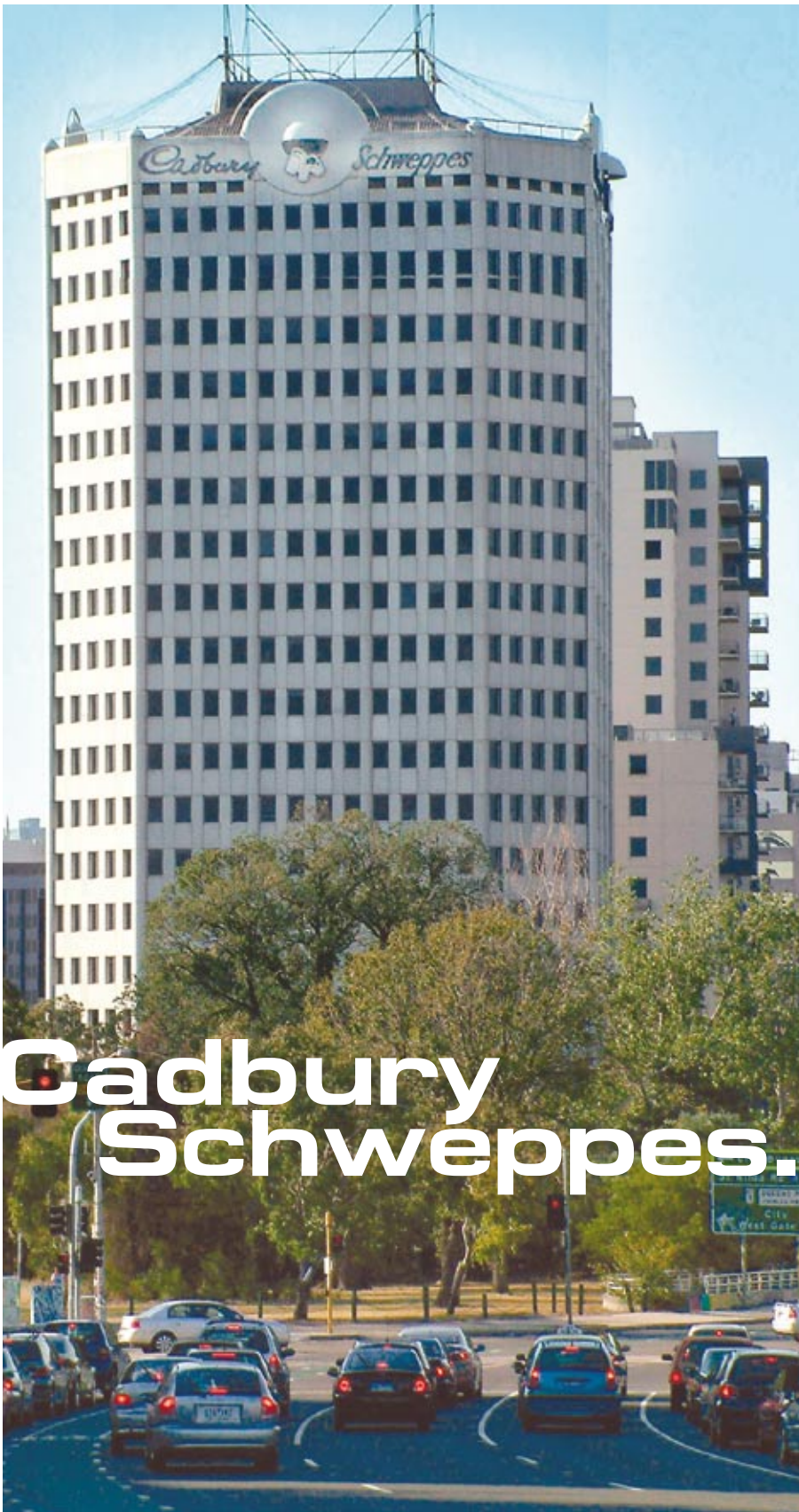
could be found in New York, Shanghai, Calcutta, Sydney and Lima. Currently, among the great Italian water producers, Sanpellegrino is the only one which exports the majority of its production (86%).

The values of its Italian quality, such as elegance, refinedness, "savoir faire" and "sociality", have marked the success of Sanpellegrino mineral water in the sector of Italian catering abroad. At the same time the bottle with the red star has become a valuable ambassador of the country of San Pellegrino Terme, carrying its name to more than 120 countries. In the ten production lines of Ruspino plant, in addition to the renowned mineral water and aperitifs,

Sanpellegrino beverages are bottled in glass and can formats. Furthermore, the Sanpellegrino group holds another 8 production sites outside of Bergamo, for the bottling in PET of soft drinks and other mineral waters, such as Levissima, Nestlé Vera, Recoaro, Claudia, S. Bernardo, Acqua Panna and Pejo. Nevertheless, the Sanpellegrino plant in Ruspino is the flagship of the group in terms of production results and development of projects for the territory protection. In the latest year, through the improvement of the business process and of the relationship with the suppliers, wastes of water in the production process were cut down by 15%; on the other hand the energy consumption and the

environmental impact of the "packaging" were reduced by 6%. Furthermore, 30% of the goods transport has been moved to tracks, with the objective of reaching 50% in three years.





WATER & CSD SECTOR

**Cadbury - Schweppes**

Melbourne, Australia

>> casepacker

SMI WP 600



■ Cadbury Schweppes is the largest "sweet" company in the world, with a strong presence in the beverage markets of the Americas and Australia. With an operation strengthened by over 200 years of business, today the products of the group - which include brands like Cadbury, Schweppes, Halls, Trident, Dr. Pepper, Snappel, Trebor, Dentyne, etc. - are appreciated worldwide.

The business began in 1783 when Jacob Scheweppe perfected his own process of mineral water production in Geneva, Switzerland. And in 1824 John Cadbury opened his business to sell chocolate and cocoa in Birmingham. These two great names merged in 1969 to form Cadbury Schweppes plc. From that moment on the group has extended its own business globally with continuous expansions.

Concentrating on its brands in the beverage and sweet industry, since the 80s the group has been strengthening its portfolio through 50 acquisitions, including brands like Mott, Canada Dry, 7 Up etc.

# Cadbury Schweppes Australia becomes automated with SMI

How to reduce operations in distribution centres: today it is possible with innovative packaging

■ Following the installation of its first SMI machine in 1999, Cadbury-Schweppes renewed its confidence in the "made in Italy" technology, purchasing ten SMI packaging machines and installing them in major Australian cities. Cadbury-Schweppes avails of an imposing distribution system, which allows it to reach quickly major supermarket chains and small retail stores. The use of this system has led Cadbury-Schweppes to choose to pack most of its beverages in wrap around cardboard boxes. Thanks to this kind of packaging, the products contained in the boxes, be they in film packs or loose containers, are protected further from knocks; the cardboard boxes have a greater stability and consequently are easier to stack.

The production lines supplied by SMI realise a vast range of configurations, easily interchangeable between them thanks to the system of automatic format change controlled by computer. Specifically, in recent years, Cadbury-Schweppes has adopted the philosophy of "one supplier/one model of machine" purchasing six wrap around packaging machines of the same model (WP 600), which reach a production output of 60 packs/minute and guarantee wide margins of development.



This "standardisation" of the models has made it extremely easy to perform any repair or maintenance work. Two packaging machines have been installed in the State of Queensland, while the remaining are distributed among Victoria, New South Wales and Western Australia.



# Three functions in one: grouping, wrapping, sealing

■ SMI casepackers perform three operations generally carried out by three different machines: box formation, filling and closing. Furthermore, the cardboards used by SMI wrap-around machines are much cheaper and are provided in unfolded blanks; consequently they occupy half the space of the RSC boxes (Regular Slotted Carton), reducing transport and storage costs. The cardboard blanks are fed in the same simple way as the sheets of an office printer: this is one of the reasons why SMI machines are distinguished for their reliability over time.

Of equal importance is the fact that retail traders have welcomed with great enthusiasm the different kinds of boxes which can be handled by SMI casepackers; for example, perforated boxes have the advantage of easy opening that makes products immediately available on the shop shelves.

Another benefit is the cost of the packaging material. In the Australian market there were several controversies, due to the

fact that the cardboard could be purchased only from a limited number of suppliers. SMI machine users instead can choose from a wide range of suppliers, availing of extremely competitive prices. With the technical assistance and supply of spare parts service managed by SMI Pacifica, Cadbury-Schweppes can count on long term, highly efficient support for all machines installed in its production plants.

SMI production systems are suitable for all large multinationals and small bottling companies, as they do not require huge investments in the beginning and also present substantially reduced operating costs.



# smi now Magazine



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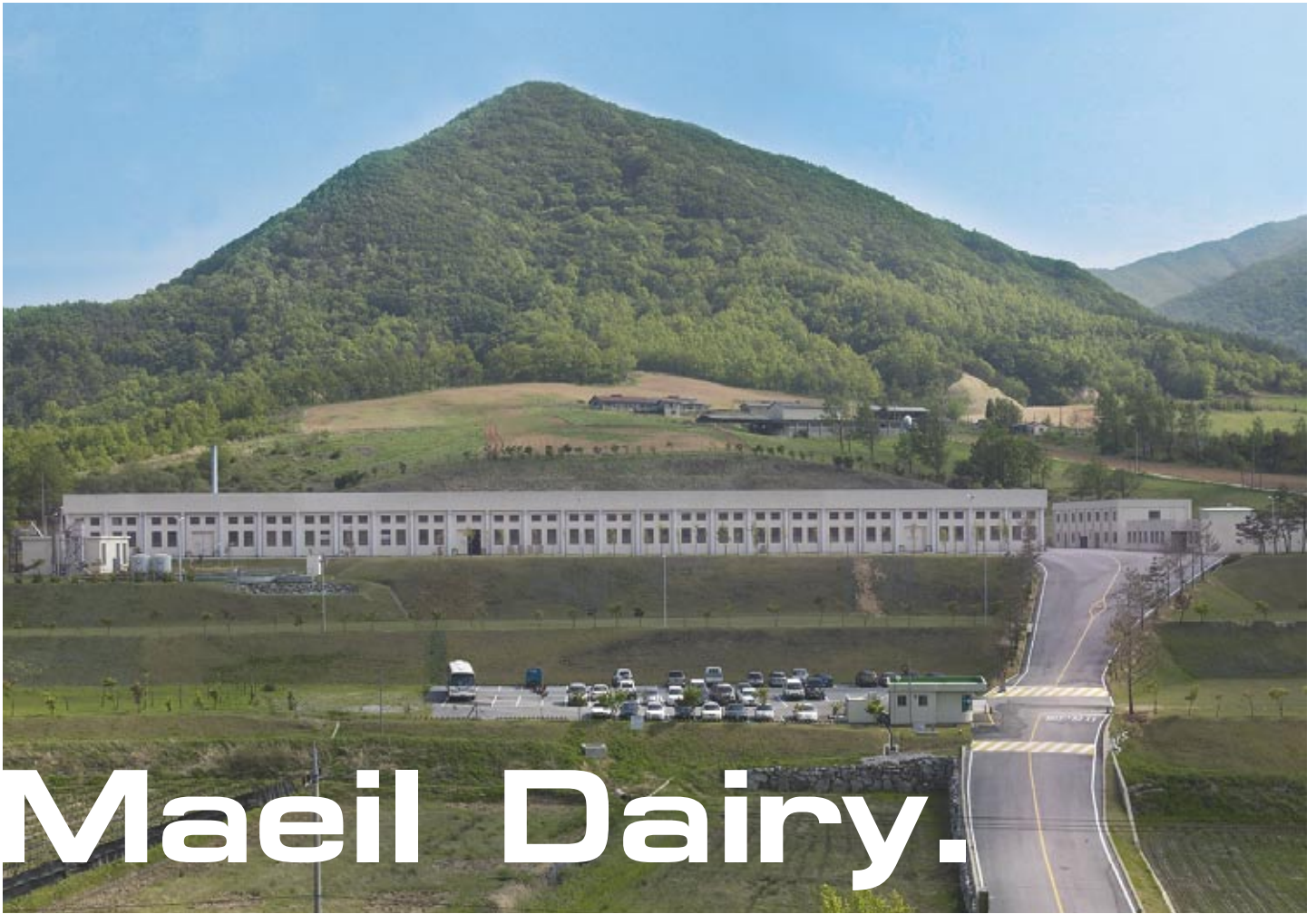
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# Maeil Dairy.



DAIRY SECTOR  
**Maeil Dairy**  
Seoul, South Korea  
» shrinkwrapper  
SMI SK 600F  
» combi packer  
SMI CM 300



## ▪ THE MARKET OF DAIRY PRODUCTS

In line with the world trend, the consumption of milk/cheese products are growing exponentially also in Korea. The offer is wider and wider, diversified and ready to introduce on the market new products that do not only satisfy the tastes of consumers of all ages but also respond to the demand for healthy and well balanced eating. For this reason the milk-dairy industry must be dynamic in capturing the new nutritional habits and flexible in offering an ever wider product range meeting consumer's requirements and knowing how to propose a practical yet innovative packaging.

For Maeil Dairy Ltd, leading company in Korea, this later aspect covers an ever greater importance; packaging and the technological content of the machinery were in the spotlight when the "Youngnam" plant, located in Yeong Dong, decided to "restyle" the existing line and new SMI machines were installed.

## ■ From product diversification...

From its origins, the mission of Maeil Dairy has been to provide fresh and healthy products.

The passion for the product quality, for the attention to the consumer's health and requests have driven the company to launch a vast range of products on the market: milk (skimmed, with a high calorie content, with vitamins, calcium enriched), foods for infancy (like milk with cereals), fermented products (like liquid yoghurt, GG yoghurt, Biofeel, etc.) and soft drinks like Maeil sun-up, Caffè Latte, picnic and soya milk.

The sector of soft drinks is recording good developments and Maeil Dairy is progressively investing in production lines dedicated to this product sector. First and foremost, "Caffè Latte", a coffee (Arabica beans) and milk flavoured drink available in cans of different sizes, is the product that has been enjoying most success.

The new "culture" of Caffè Latte in cans is not very recent in Korea.

The sale of this product by Maeil Dairy dates to the early 90s.

The market segment of Caffè Latte is becoming ever greater; for this reason the company has targeted the modernisation of its production line of Youngman plant where the production of beverages takes place.

## ■ A little bit of history

In Korea, Maeil Dairy Ltd. is one of the undisputed protagonists of the milk industry history.

Founded in 1969 with the government support, in the last 10 years the company has achieved remarkable goals, turning deserted landscapes into green pastures and setting up a sound base for the domestic milk industry. The research and development investments have given way to different training programmes for farmers, developing a real industry of milk and its by-products.

Today Maeil Dairy is leader in the sector not only in Korea but also abroad: its brands are recognised internationally and exported overseas.

## ■ ....to packaging diversification

The enlargement of the 36,000 bph production line required the supply of an SK series shrinkwrapper, a CM series combined machine and a belt line to process loose and packaged product.

The SMI SK 600 shrinkwrapper packs "Caffè Latte" cans of different sizes (mainly 175 ml and 215 ml) and 240 ml cans of Energy drinks in double and triple lane, forming packs in film only of 4 and 6 cans respectively.

The packs are then conveyed to the SMI CM 300 combined machine, where they are packaged in formats of 24 cans in trays with shrink film.

The CM 300 combined machine also packs loose products in wrap around cardboard boxes and in tray+film.



The two machine models installed ensure Maeil Dairy a high packaging flexibility: soft drinks marketed by the company are available on the market in completely closed boxes or in tray with film, satisfying both logistics and marketing needs.





- The technology within everyone's reach

In recent years the packaging market has been characterised by a trend of great importance: the demand for machines/equipment for mid/low speed packaging lines has remained at very high levels and greatly increased in the emerging markets. It seems the market has focused its attention and invested new resources on a target of customers with clear-cut needs.

In 2007, in line with market trends, SMI carried out an attentive research and development activity to launch new types of product not only capable of satisfying different production demands in the 35 packs/minute segment, but also of guaranteeing the same reliability and quality standards as in higher level SMI machines.

# LSK shrinkwrapper

## a competitive compact machine

■ The SIMEI trade fair in Milan in late 2007 was the perfect occasion to present the new "competitive compact" by SMI: the LSK 20 and LSK 35 automatic packaging machines, which reach a maximum speed of 20 and 35 packs/minutes respectively.

Despite the use of superior quality components and state of the art technology the prices of the new models are extremely competitive and therefore accessible to mid-sized and family-owned bottling companies.

The price of the LSK 35 packer is 30% lower than that of the corresponding model of "high range" SK 350, which reaches the same maximum output level but is equipped with

a series of electronic controls.

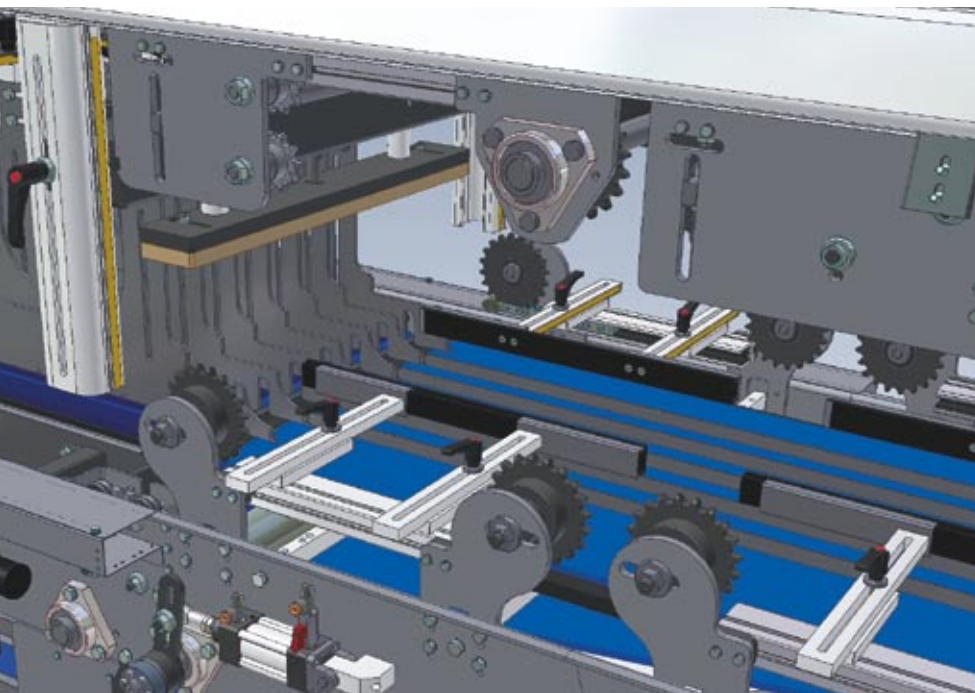
The LSK series can be used to create a vast range of formats, packaging different kinds of containers in film only, corrugated cardboard pad + film, tray of corrugated cardboard with or without film.

All LSK packaging machines have a motorised oscillating dividing group, positioned above the infeed belt, which facilitates the laning of loose containers towards the product grouping section, preventing sudden stops in container flow.

The grouping of the product and the formation of the packs occur through a mechanical system, working in alternate mode.



- » Maximum speed up to 35 PPM
- » Ideal for packaging products in film only, pad + film and tray + film
- » Ideal for packaging plastic, metal or glass containers
- » Wide range of possible pack collations (2x2, 3x2, 4x3, 6x4,...)
- » Manual changeover
- » Available with in-line or 90° infeed conveyor



The LSK 35 models also come with a system of electronically synchronised partitioning bars which makes packing smoother.

The cardboards are taken from the blank magazine by an alternate cardboard picker composed of a group of suction cups with vacuum aspiration. Unwinding of the film reel, positioned in the lower part of the machine, is controlled by a progressive brake which ensures constant tensioning of the film.

The LSK series can be provided with an in-line or a 90° infeed belt, depending on the customer's request.

All models have a four-row infeed conveyor, but this does not limit in any way

the range of formats that can be processed.

In fact, should the customer need his products packed in formats of 6 x n or 8 x n, it is sufficient to add two extra rows at the infeed.

Though manual, the format change is extremely easy and fast as it is not necessary to replace any mechanical or electronic component.

After completing the mechanical adjustment of the various parts, by means of specific reference counters and hand wheels to widen/tighten the guides, the operator needs to simply select the new format from the POSYC control terminal.

Furthermore, shifting from a small package to a larger one or vice versa does not create any problem, as the operator has the possibility of easily changing the machine pitch by choosing among the three pitches available on all LSK models.

Each machine pitch, in fact, is identified by coloured position indicators situated on the chains.

LSK packaging machines are managed and controlled through the POSYC operator panel, running the whole length of the machine, which gives access to the machine manuals, the updates/changes of the working parameters and the monitoring of the entire packing process.

The highly intuitive interface, the touch screen and the advanced realtime functions of diagnostics and technical support available on the POYSC, ensure that even not expert operators can quickly learn how to efficiently run the packaging machine.



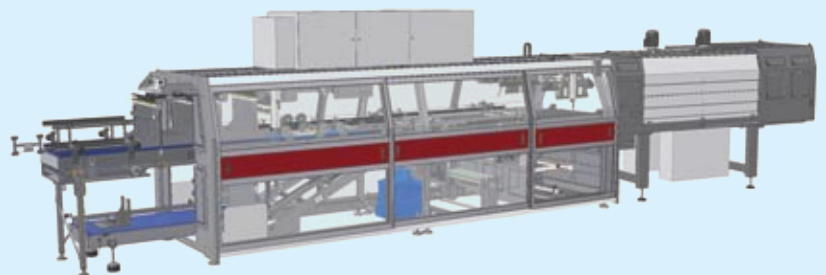
Upon request, it is also possible to install two POSYC control panels, one for each side of the machine, in order to further facilitate the operator's work.

The LSK series is distinguished by its compactness and is the ideal solution for customers with small production facilities.

All LSK packaging machines are very reduced in size; in those models packing products in cardboard pad or tray, the blank magazine is positioned beneath the infeed conveyor, so as to reduce machine dimensions considerably.

The simplified modular design of the LSK series allows shorter assembly and delivery times: batch

■ If we consider that more than 25 LSK models were already sold up to March 2008 (just a few months from the launch on the market), there is no doubt that this new series has been welcomed with great satisfaction by the market and is likely to achieve outstanding sales results in the near future.



production is programmed in advance and guarantees the possibility of pre-testing machines with standard bottles and formats, personalizing them later according to the actual needs of the end user.

Finally, thanks to the vast range of accessories available, LSK packaging machines can be customized in order to increase their basic functions so as to satisfy special applications.

## NEW FOR 2008 - New PSHA pre-shrink handle applicators

The increasing success of pre-shrink handle applicators has driven SMI to completely renew its PSHA range. The two PSHA models currently available are very small in size and the ideal solution for customers who have little space to install a handle applicator as a post-shrink operation.

PSHA handle applicator is positioned at the side of the shrinkwrapper and becomes an integral part of its structure.

Handles are applied to shrink film before the film is wrapped around the product cluster to be packed.

The accurate and precise handle centering system is activated by the detection of a specific mark on the shrink film surface and eliminates any possible error.

In details, PSHA handle applicators work in a very simple manner: the adhesive tape is coupled with a central support made of plastic and paper to form the handle.

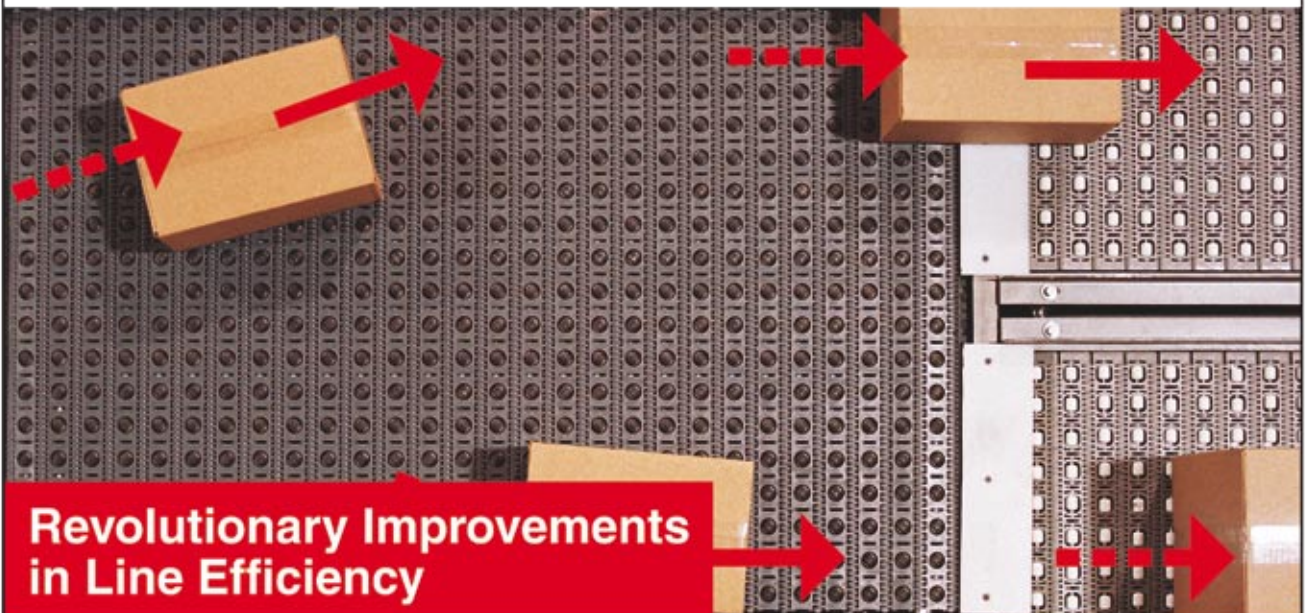
The continuous repetition of this operation produces an uninterrupted series of handles, which are then applied to the shrink film.

Both the adhesive tape and the central support are wound on a reel. The handle length is adjusted electronically through the operator control panel.





Increasingly, manufacturers are realizing the benefits of Intralox's patented **Activated Roller Belt™** technology in case handling applications. Offering a revolutionary way to divert and merge packages, ARB™ lowers initial investment cost and cost of operation and requires no safety guarding.



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- » Maximum speed up to 36.000 bph
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- » Wide range of models:
  - from 4 to 20 standard cavities (SR series)
  - from 4 to 6 High Capacity cavities (SR HC series)
- » Quick and easy changeover
- » Air recovery system supplied as standard equipment
- » Reduced energy consumption and low operating costs



■ SMI is at present one of the fourth largest manufacturers of rotary stretch-blow molders in the world, with over 200 units already delivered and highly encouraging growth prospects.

Despite competition in this sector is particularly strong, SMI has succeeded in making a name for itself in a relatively short period of time, if we consider that the first rotary stretch-blow molder was launched in 1999.

The key to success of SMI lies within a series of continuous technical improvements which have led to a substantial increase in the production speed.

The SR series currently boasts a maximum speed of 1,800 bottles/hour per cavity, depending on the machine model and type of container to blow.

The SR rotary stretch-blow molder guarantees considerable performances in production of PET, PEN

and PP bottles, mainly used in the food & beverages sector. In greater detail, the SR range is composed as follows:

» eight “standard” models from 4 to 20 cavities, for producing bottles of 0.25 to 3 litres with a maximum speed of 1.800 bph/cavity:

» two “HC - High Capacity” models, from 4 to 6 cavities, specifically designed to produce large volume containers (4-10 litres) with a maximum speed of 1,100 bottles per hour/cavity.

The huge reduction in electrical consumption and compressed air can be traced to two important technical innovations recently added to SMI state-of-the-art blowers: the preforms heating module with reduced pitch and the compressed air recovery system.

## ■ Reduced heating module pitch

Specifically, the pitch of the mandrel-holding chain in the perform heating module has been brought to 40 mm on standard models and 80 mm on HC models.

This reduction increases the number of preforms entering the heating module and consequently increases production speed by 20%, though maintaining the preform heating times and the heating module energy consumption unchanged.

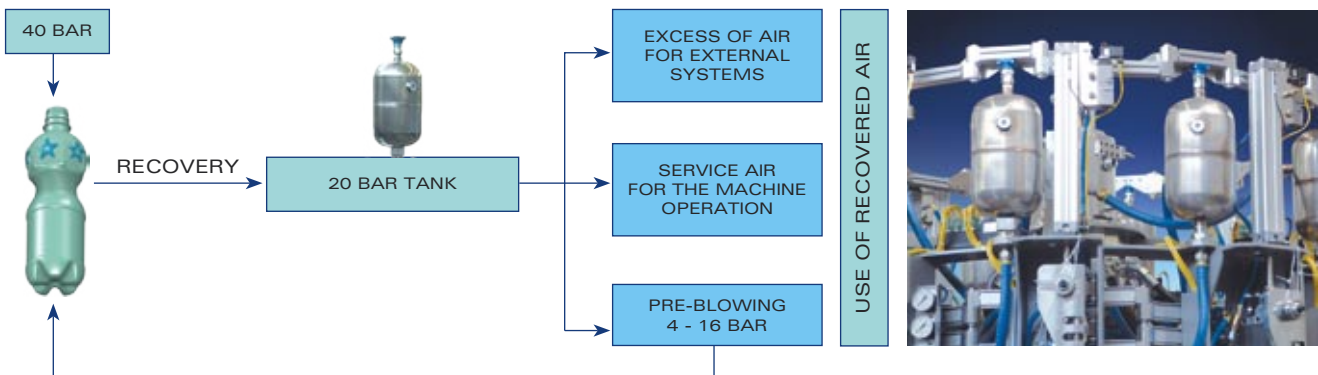
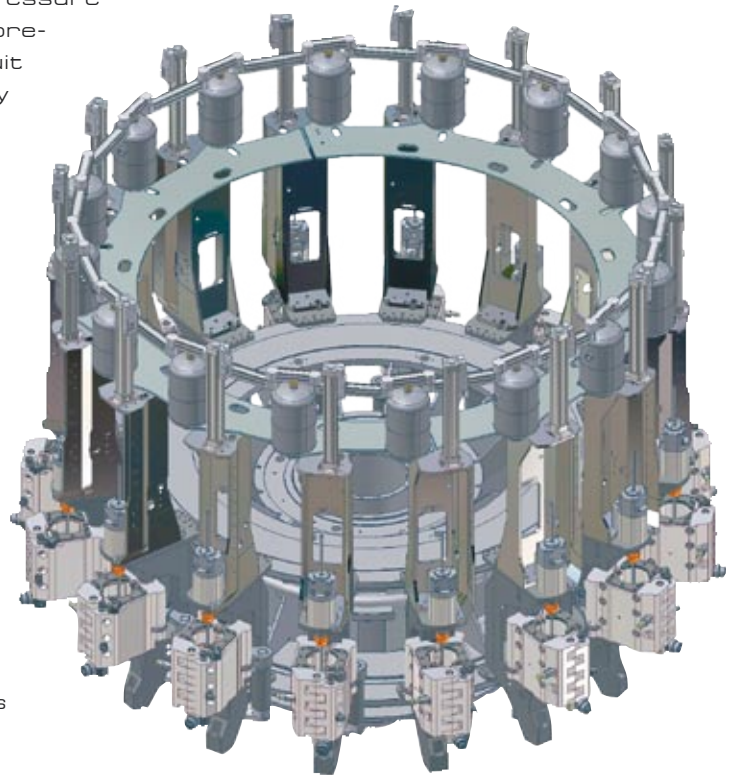


# SR stretch-blow molders: energy saving is a standard feature

■ The innovative system to recover compressed air, provided on all models of the SR range, reduces the consumption of compressed air by 40% and contributes to lower energy costs further.

This system is based on an eco-friendly technology and is essentially composed of two drain valves assembled on each stretch-blow molding station: the first puts air into the recovery system tank, while the second drains the air which cannot be recycled. Therefore, thanks to the recovery system, part of the air of the blowing circuit air (40 bar) is recovered, recycled and used to feed the pre-blowing (4-16 bar) and service circuit of the machine.

The operating pressure of the pre-blowing circuit is controlled by an electronic regulator, while the service circuit by manual reducers. If the pre-blowing or the service circuit does not use all the air recovered, this latter is also used to feed the low pressure line of machines utilities.



## ■ Integrated electrical cabinet

The latest novelty introduced on SMI SR rotary stretch-blow molders is the electrical cabinet completely integrated inside the heating module.

Stretch-blow molders are then more compact and easier to access thanks to the elimination of the power cables (positioned on or above ground) generally used to connect the machine with its external electrical cabinets.

Furthermore, the machine actual size is more limited and so the user has more space available to install optional accessories or additional equipment.



## ■ Molds and bottles

High performances, extremely reduced energy costs, use of state of the art technology and excellent quality/price ratio make the SR series the ideal solution to produce plastic containers of various sizes (from 0.25 to 10 litres) with shapes that vary from the simplest to the most complex and sophisticated.

SMI employs an advanced CAD centre for design, 3D planning and graphic elaboration of the bottles. After an accurate analysis of the customer's needs and requests, the new container design is developed, enriched and finally turned into a detailed project. To date SMI designers have planned more than 700 different containers.

The passage from the project study to the realisation phase occurs in very quick times: molds in special aluminium alloy for SMI stretch-blow molders are also produced internally. SMI avails itself of an FMS line composed of 12 CNC machining centres, through which molds are produced not only for SMI machines but also for other manufacturers of stretch-blow molders.

CNC centres used in SMI production facilities follow preset manufacturing programmes (CAM) and operate 24/7 even during unmanned shifts. SMI machining centres have a production capacity of over 15,000 molds per year, are fitted with linear motors featuring displacement speed of 80 metres/minute and mandrels running at 30,000 rpm. Consequently, the excellent finish and quality of the molds are always guaranteed.



# Automation:

an ever friendlier  
man-machine interface



■ Since 1995 SMI packaging machines have been fitted with simple and intuitive graphic interface operator terminals for maximum ease of use and fast human-machine interaction.

At Interpack 2008 SMI unveils, for the first time worldwide, the latest hardware and software novelties in terms of automation and control for industrial machines.

## ■ POSYC 3000

New operator terminal based on the latest generation hardware solutions. The POSYC (Point of System Control) 3000 is distinguished by:

- > greater processing power
- > 15" LCD screen
- > innovative and user-friendly design
- > full compatibility with older POSYCs.



## ■ GREEN RAY

New human-machine interface software which, thanks to the power of the new POSYC 3000, displays on screen interactive pages and menus with 3D graphics to facilitate machine running, monitoring and maintenance.

■ The new GREEN RAY interface distinguishes itself for the following aspects:

- Graphic control elements similar to the icons of the most common IT programmes.
- Use of 3D graphics displaying machine sections on screen for a fast selection of the area to intervene on through touch screen commands.
- Simple and intuitive index of functions which from the home page allows to perform all the basic operations (turning on, turning off, rephasing, format change, etc.).
- Function buttons and parameters are distinguished by a single identification number (talking code) which greatly facilitates routine operations and telephone assistance.
- Possibility to choose between 25 languages, including Chinese, Russian and Arabic.
- Machine manuals available in electronic format for fast on screen consultation.
- Separate software environment for ordinary machine day-to-day management and

parameter configuration and change, so as to limit the information shown to those strictly necessary.

- Possibility to personalise the system with the addition of IT functions, like e-mail.
- Integrated programs for the processing of

production data and the programmed maintenance.





## ■ THE ADVANTAGES OF GREEN RAY

The new GREEN RAY software interface has been designed to make the work of machine operators ever simpler, faster and more accurate.

In view of this the program is very well equipped and comes with a full range of "utilities" and "worktools".

### ■ Format catalogue

Formats to be handled are displayed on screen along with product pictures, as well as instructions for the procedure of format change and key parameter alteration. In this way the operator is facilitated and supported when changing the format.

### ■ Virtual assistant

In case of operating problems, a "virtual assistant" is displayed automatically to guide the operator to the solution, drastically reducing machine down times.

### ■ Oscilloscope

Through this function the operator is able to control the main sizes of the machine (motor parameters, activation/deactivation of I/O elements).

## ■ SMI likes OMAC

SMI exclusively manufactures third generation (GEN3) packaging machines and rotary stretch-blow molders; they feature modular design, operating flexibility and high performances, thanks to the fully automatic processes, the electronically controlled drive shafts and the wiring by field bus.

The hardware and software components are open and modular, complying with the most important international rules (CE, UL) and relying upon consolidated standards of the industrial field and of the packaging sector: OMAC guidelines, SERCOS, PROFIBUS, IEC61131, OPC, Industrial PC. As a result, SMI machines can guarantee easy integration with the other machines in line, user friendly technology and safeguard of the investment value.



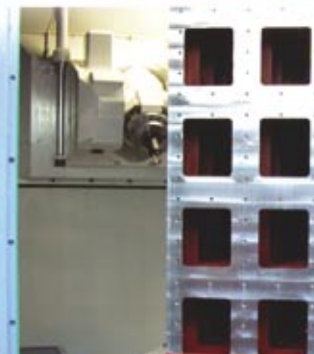
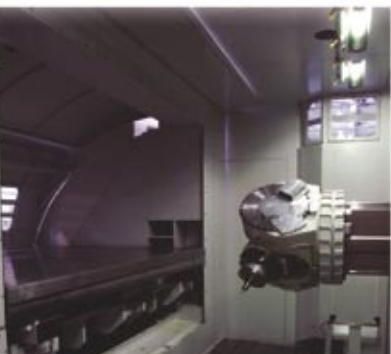


# Machining Centers Manufacturing

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# Smipack.

## ▪ An unparalleled success

Despite its small-medium sizes, SMIPACK is the protagonist of a growth process that has been as sudden as remarkable.

It is sufficient to look at the results achieved to understand how well repaid were the efforts and the investments this young company made in the research and development of a reliable and state-of-the-art technology.

Over the last two years the turnover grew by 23% and 28% respectively, reaching the maximum value of 12 million euro in late 2007.

The turnover increase was accompanied by an equally significant rise in sales: more than 3,300 machines sold in 2006 and about 4,000 in 2007 (+21%).

SMIPACK today boasts a position of all respect in its market segment, with almost 20,000 machines installed in Italy and abroad.

# L-sealing machines:

the production of the “automatic” raises

■ SMIPACK packaging machines are used to package different kinds of products in shrink film and are used in many market sector: food (bread and by-products, confectionary, pizza, fruit and vegetables, milk-dairy products, beverages and conserves); non food (products of the graphics industry, IT, electronics and mechanics, laundry, toys, house cleaning articles, perfumes and pharmaceuticals); large distribution chains.

The manual and semi-automatic L-seal hood packaging machines (S, SL and SE series) count for 58% of the total production and, consequently, continue to be considered the “flagship product” of SMIPACK.

Nevertheless, in recent years, the “core business” of this dynamic firm has shifted progressively, chasing the growing demand for automatic machines.

It is suffice to think that the FP range (L-seal packaging machine with shrink tunnel) and BP (shrinkwrapper with sealing bar) ranges - the only ones including different

automatic models - cover a much larger share of the production in comparison with the recent years.

If we analyse the data referring to the FP series more closely, we can see how in the last two years the production of automatic models rose from 33% to almost 40% of the total; in 2007 the sales of FP automatic packaging machines reached their peak, with 300 units sold overall.

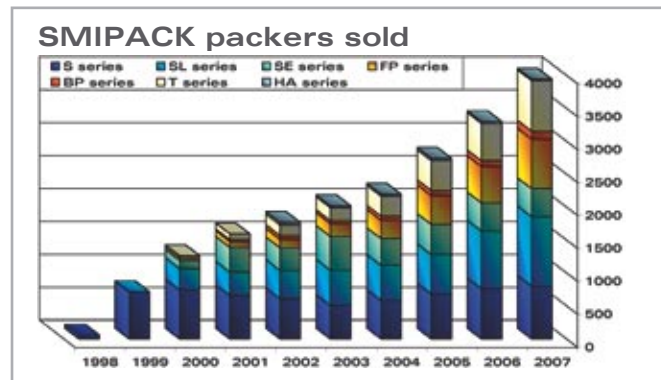
SMIPACK has always maintained a deep international vocation, thanks also to a network of branches and distributors located both in Italy and abroad.

90% of the machines produced by SMIPACK is exported.

The majority is sold in Europe, the most mature and consolidated market, even if in recent times a growing number of non-EU countries have made their

presence felt.

In 2007 only 77% of exports was concentrated in Europe, while the remaining 23% was absorbed by non-EU countries.



\* Data refer to March 1, 2008



■ In 2007 several novelties were introduced to the SMIPACK production range.

To begin with, the launch of the FP 8000 CS automatic L-seal packaging machine, which reaches a maximum speed of 1,800 packs/hour and is fitted with a motorised "centre seal" system, finally completed the FP series.

The "center seal" system allows to centre the film seal to the height of the product, considerably

improving the aesthetics of the pack.

Unlike the FP 6000 CS, that SMIPACK has been manufacturing for a few years, the new FP 8000 CS model avails of a larger sealing bar (860x670mm) and can pack higher products (up to 250 mm in height).

Secondly, the high efficiency and reliability of the Flextron® control technology, already successfully experimented with on the hood packaging

machines, manual or semi-automatic L-seal packaging machines and relevant tunnels, led SMIPACK designers to choose the same type of technology for all automatic models of the FP series (FP 6000, FP 6000 CS, FP6000 INOX and FP 8000 CS).

In more detail, the Flextron Electronic Controller® is composed of a Master unit with a 16 bit micro controller and a series of remote devices for handling signal and power I/O.

The flexibility of Flextron® is based on the extreme unification/standardisation of the devices to handle



## FP 8000 CS

- » Automatic L-sealer with shrinking tunnel
- » Output of 600-1800 packs per hour
- » Sealing bar: 860 x 670 mm
- » Pack maximum height: 250 mm
- » Conveyor closing system (optional)
- » Motorized centering of the sealing

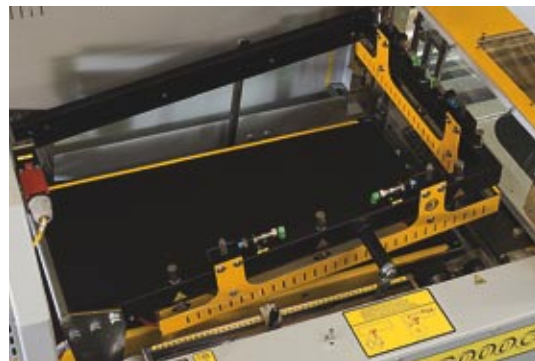


signal and power I/O, which can be used indistinctly on all models of the FP range.

The modularity of Flextron® derives from its module architecture, in which the control panel and the CPU are clearly separated from the devices for handling signal and power I/O.

In this way, in case one of the devices fails, gets damaged or is faulty, the customer can replace it without changing the control panel or CPU, with a consequent reduction in the maintenance time and spare parts purchase.

Thanks to the Flextron® control system, the operator can store up to ten different work cycles, check the opening of the sealing bar, set the sealing time, adjust the sealing temperature along the length and width of the sealing bar, change the speed of the conveyor belts, activate the device to bring belts close and carry out various process statistics (instant production, machine yield, faulty packs control, etc...).



## ▪ The new BP 800 at Interpack



2008 is looking like a year full of novelties.

In fact, in April 2008, SMIPACK presents the BP 800 semi-automatic shrinkwrapper with sealing bar at the Interpack fair in Düsseldorf.

The feature making this machine totally innovative is its single-block structure.

The BP 800 model is like a "single" piece, formed by the machine and shrink tunnel, and is therefore easier to move within the production units; furthermore, it is provided with feet and wheels, which make it

simpler and faster to move.

The new BP shrinkwrapper has a sealing bar of greater size than the current BP 700, can mount a film reel up to 750 mm in width and reaches productions up to 10 packs/minutes.

Furthermore, the size range of products that can be packaged is significantly greater: in fact, it is possible not only to pack 25 mm diameter containers but also to realize packs with dimensions larger than 630 mm (length) x 410 (depth) x 380 mm (height).

The Flextron® control technology, which the BP shrinkwrapper is also equipped with, guarantees an immediate and highly precise control of the packing process; unlike the BP models of the preceding generation, the functions of the machine and shrink tunnel are handled by a single electronic card.

This card makes it possible to check the time and temperature of sealing and adjust the opening of the sealing bar, the speed of the shrink tunnel belt and the shrink temperature.

The BP 800 model has a full range of standard features, composed of the following parts: upper roller and lower roller to facilitate loading of film reel, shrink tunnel belt with fibre glass bars highly resistant to heat, stop-product press, located at the machine entry and cooling fan located at the shrink tunnel exit.





TMG Impianti machines are the result of our many years of experience in the packaging field. The wide range of machines which we propose, allows us to meet the needs of a vast range of sectors, solving in this way the several issues from the packing to the palletizing/depalletizing sector, including also the internal movement. Our searching and development experience and the Know-how, planning and manufacturing, have allowed us to achieve a high automation, compactness and reliability degree. All these characteristics make our equipments suitable for the modern production lines. Our productive system rationality and efficiency have allowed us to adopt advanced and high technological solutions at competitive costs and they show the reason why TMG Impianti has got between its customers the most important National and International companies.

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**Engineering and manufacturing of palletizing machines**

**AUTOMATIC MODULAR MACHINES**

**AUTOMATIC COMPACT**

**AUTOMATIC SIMPLE**

**30 years of  
Packaging Experience**



# Shipping:

our partnerships with the world leaders of the freight services.



development of a software system integrated into the management system of the two companies, with considerable advantages for the customer:

- reduction in the delivery time of spare parts;
- automation of several processes previously performed manually;
- automatic sending of an e-mail to the customer and SMI shipping department; the message contains useful information such as shipment state, delivery date, AWB number, package features and link to DHL web page to view the "shipment-tracking details".

■ Each customer knows how important it is to receive the ordered goods in the shortest possible time, above all when they are spare parts.

SMI has always been particularly attentive to this aspect and, in order to satisfy this need, numerous warehouses were setup in the main foreign markets to store parts. Today SMI

wants to offer an extra service to ensure the customer a valid support in tracking the delivery.

Hence, the collaboration between SMI and DHL International, the global leader in the international express courier services and in the land and air freight services. This partnership allowed the

Customers must not worry any longer about contacting the supplier to monitor the order: everything will be done automatically, setting him free to deal with other activities.

The success of the SMI-DHL system has "caught on" with other leading Italian companies in the same sector, who decided to adopt it to improve the efficiency level of their own



delivery service. The delivery service made available to SMI customers starts much sooner, from the moment the customer places the order for a machine and decides to entrust SMI to take care of the shipment

countless in terms of logistics/organisation and delivery times, including

constant tracking of the delivery; a special software, integrated with the

Those opting for this solution, can benefit from the assistance offered by SMI staff and the services provided by a leader in the sector of maritime and air transport, Gava Group, which counts important clients like Ferrari, Lg, Pirelli, Boeing, among its customers. The advantages for the customers are



# PARTNERSHIP

management system of the two companies, is due to become operational very soon and will ensure the same results achieved in the SMI-DHL International collaboration.



## ▪ Solidarity in the foreground



In recent years the SMI group has not only shown itself to be particularly attentive to social themes of great importance but also totally willing to really help who is living in difficult conditions.

During 2007, the SMI group donated over 5,000 kgs of food products to charity organisations.

The efforts undertaken to spread and bring the concept of solidarity to the forefront were focused above all in the area of Bergamo, home to SMI.

In particular, the majority of the food products distributed free of charge were donated to the ONLUS Bank of Solidarity located in Bergamo.

This charity organisation works through numerous volunteers, who currently assist more than 150 needy families and 7 cloistered nunneries, making home deliveries of a wide range of basic food products,

to guarantee adequate nutrition.

The service rendered by the association goes beyond the mere delivery of the food supplies, as from the moment of entering the homes of the benefit recipient, the volunteers have the opportunity to establish a relationship of mutual esteem and friendship, making themselves participate the situation of their neighbour.

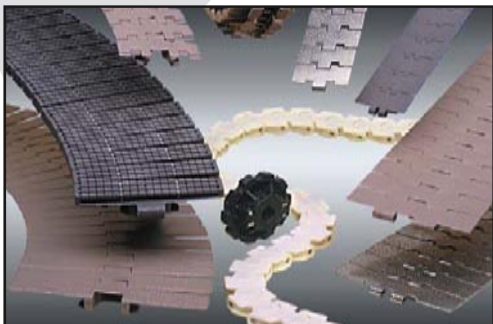
Through this small contribution the SMI group has tried to provide true aid to all those in need, committing itself to continuing in the future this "mission of solidarity" so rich in feeling and emotions of immeasurable value.



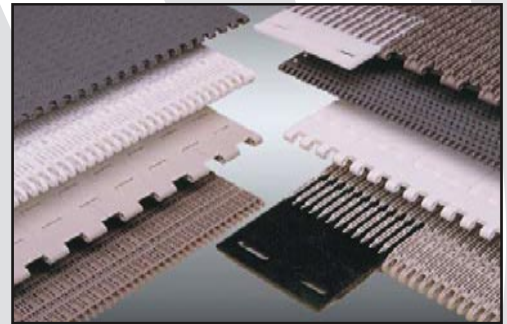
FONDAZIONE  
**BANCO ALIMENTARE**  
Contro lo spreco, Contro la fame  
**ONLUS**

# 2008

# A unique partner



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# 2007 summary:

## the market at a glance



■ The “clock” of the world population shows annual births of 81 million, concentrated almost exclusively in the developing countries.

In 2007 the United Nations estimated a growth in the world population from today's 6.7 billion to 9.2 billion by 2050.

This new demographic scenario will require enormous efforts to build appropriate infrastructures

and to assure provisions of goods and services in urban areas.

The same can be said for rural regions where today over one billion people already have no access to tap drinking water and are forced to use packed water.

As a result the most important research institutes expect an ever greater consumption of

packed beverages, above all bottled water.

Hence, strong impulses of growth are expected in the production, packaging and sale of these products, above all in emergent and developing countries.

At the same time product innovation and ever more variable packaging forms and sizes will ensure a constant flow of high level investments in the industrialized countries

In 2007 the world market of packaging machines recorded a turnover of 21 billion euro.

Italy is the second European producer (after Germany) and the third world producer (after Germany and USA) of packages and packaging machines with an overall production of 3.5 billion Euro, 80% of which is exported (in 2003 it was 73% and in 2006, 76%).

Early 2008 shows a consolidation of 2007 trends, though in the presence of economic and financial indicators that are difficult to interpret: the US dollar, always weak against the euro, petrol prices at all time highs, winds of recession in the

US, growth of Chinese inflation, difficult situation of the international banking and financial sector due to sub prime mortgage crisis.

A mix which creates some worries on top floors of large and small companies in the packing sector, which once more must trust to their own innovation capacity and sizeable investments in research and development to take up and win the challenges looming on the horizon.



## ▪ The Italian scenario

The strong appreciation of the euro against the dollar has penalized European products export to the USA and in general towards the dollar area countries, reducing competitiveness of EU products.

For Italian companies the negative effects have been limited thanks to the growth of exports towards euro area markets, Eastern Europe (above all Russia) and Middle East countries (Turkey mostly).

The sector of packaging machines continues to distinguish itself for a higher growth rate if compared with the national average; thanks to international customers' trust into Italian manufacturers' ability to innovate and technologically improve "made in Italy" products.



# 2007 summary:

the SMI group grows at “Chinese” rates

■ Despite the strong appreciation of the euro, in 2007 the SMI group's sales recorded a growth rate higher than that of the most dynamic economies, marking a 14.11% rise in comparison with 2006. To achieve this goal, a deep company reorganisation was started in the second half year of 2006; this major change was supported by the results of the huge investments in research and development made in 2005/2006.

The continuous technological innovations applied to the

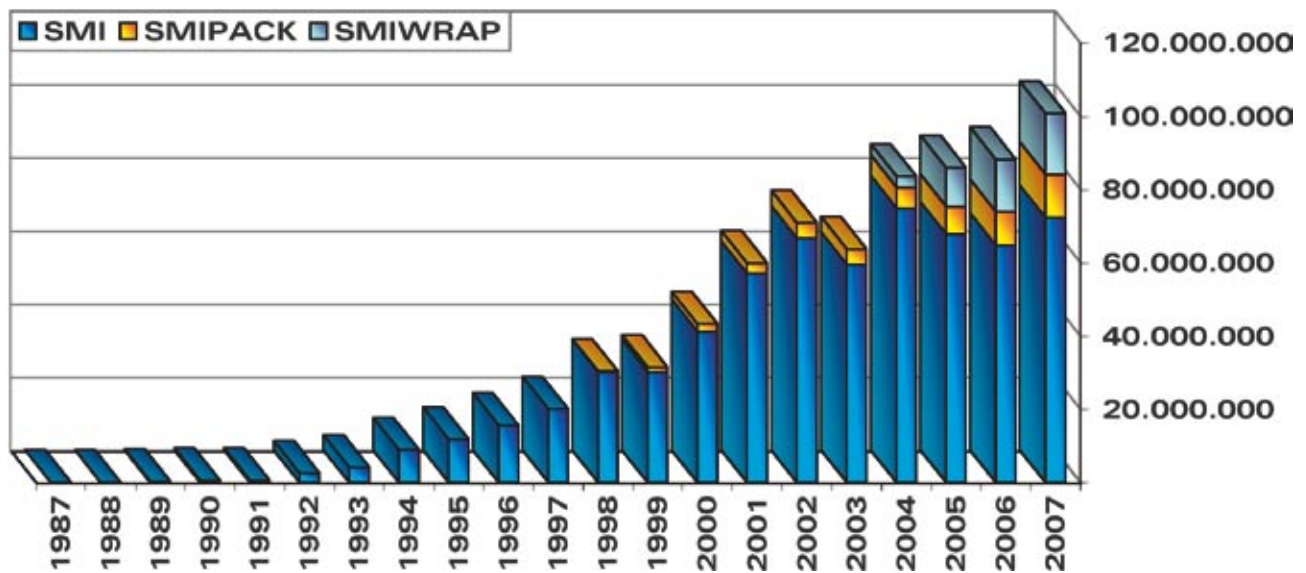
different product lines played a fundamental role in loyalising existing customers and acquiring new clients, thanks to a quality-price ratio among the best on the market. In greater detail, parent company SMI (high speed automatic packaging machines and rotary stretch-blow molders) generated sales for 72.3 million euro (+11.7% over 2006).

Subsidiary company SMIPACK (low speed automatic packaging machines) registered a

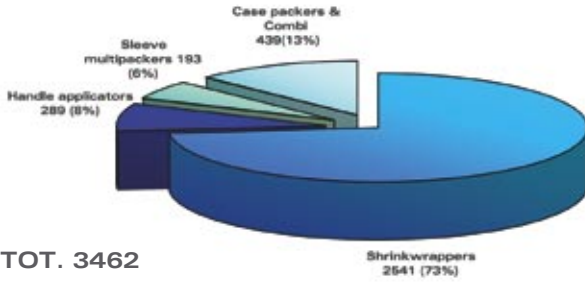
28% increase, from 9.2 to 11.8 million euro; on the other hand the subsidiary company SMIWRAP (paper for food packaging) recorded sales for 16.6 million euro (+16.2%).

The number of SMI packaging machines sold is equal to 2006 levels, while the blow molder division's order flow raised by 17.8%. China, Russia and Turkey again confirmed themselves as the most important emergent markets for SMI exports in 2007, with a share equal to 9.9%, 5.3% and 2.9% of overall

## Turnover (Euro)

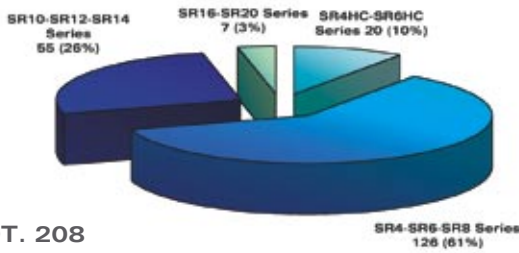


**SMI packers sold**



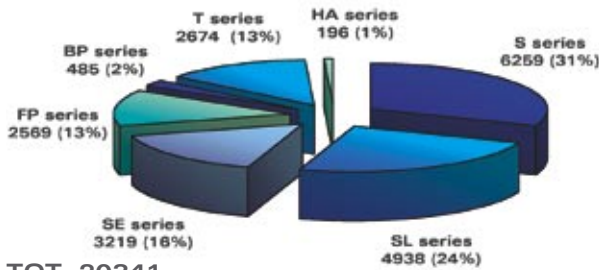
TOT. 3462

**SMI stretch blow-molders sold**



TOT. 208

**SMIPACK packers sold**



TOT. 20341

\* Data refer to March 1, 2008



production respectively. Satisfactory results were accomplished in Mexico and the USA, while European countries showed encouraging signs of growth. 60% of exports was absorbed by Central-

Western Europe which remains a key market for SMI products. Spain stands out in pole position with 2.8% of sales.

The excellent results achieved show how the SMI group has been able

to meet the customers' specific production and management requirements, guaranteeing them a top class pre-sale and after-sale technical assistance.

# Exhibitions:

## A 360° presence



Brew & Beverage will contribute to giving a new impulse to the progressive expansion policy for the Asian market.

■ In 2008 the SMI group will again take part in several trade shows of the packaging sector, with the aim of further consolidating its worldwide presence.

As usual the Old Continent, which represents the most stable and mature market, will be the centre of greater investments in the trade fair arena.

It is enough to say that SMI group will take part in the

most important European events of the packaging sector: Interpack and Emballage in pole position.

The presence in the American continent cannot go unnoticed: as usual, the trade shows of Fispal, Expo Pack and Pack Expo are the ideal stage to present ever more technologically advanced innovations.

Finally, the participation in Propak Asia and China

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**EMBALLAGE**  
WORLD PACKAGING EXHIBITION

Primary & secondary product packaging machines.  
Packaging & containers.  
Related services.

## ▪ INTERPACK 2008: a series of novelties not to be missed

On the occasion of Interpack 2008, the SMI group companies exhibit a lot of innovations that can not be missed.

SMI, the parent company, presents a new version of the SK 600 T shrinkwrapper equipped with the new TS pack stacker, and a SR 8 rotary stretch-blow molder with integrated electrical cabinet and reduced pitch of the heating module.

The SK 600 T achieves a maximum speed of 60 packs/min and packages various products in film, cardboard pad + film, tray with or without film. Thanks to the new TS device, it is possible to stack, on two or more layers trays of plastic, metal or glass containers and pack them with film.

The TS device is an optional accessory and can be installed on any model of the SK series, upon request from the customer.

As to the SR 8 stretch-blow molder, this machine reaches a maximum output of 1800 bph/cavity and

is used to blow PET/PP containers with capacity from 0.25 to 3 litres.

The new electrical cabinet, fully integrated in the heating module, has reduced machine size substantially, while the reduction of the heating module pitch to 40 mm has increased production speed by 20%.

Finally, SMIPACK, the SMI group business specialised in the production of medium-low speed packaging machines, exhibits not only a wide range of L-seal hood packaging machines (SL and S series) and L-seal packaging machines with shrink tunnel (FP series), but also the new semi-automatic BP 800 shrinkwrapper.

The most innovative features of this latter model are its single modul structure, which makes any machine movement easier and features a larger sealing bar.



## ▪ WE WILL BE EXHIBITING AT...



Düsseldorf  
GERMANY  
**24-30 APRIL**



São Paulo  
BRAZIL  
**3-6 JUNE**



Bangkok  
THAILAND  
**11-14 JUNE**



Mexico City  
MEXICO  
**24-27 JUNE**



Poznan  
POLAND  
**15-18 SEPTEMBER**



Beijing  
CHINA  
**24-27 SEPTEMBER**



Chicago, IL  
U.S.A.  
**9-13 NOVEMBER**



Paris  
FRANCE  
**17-21 NOVEMBER**



Munich  
GERMANY  
**14-19 SEPTEMBER  
2009**

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