

smi now

Magazine 2009 03

- Di Iorio ■ Ice River Springs
- Pernod Ricard ■ Beijing Pepsi

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“ The future
passes through
technological
innovation ”

smi now

Editorial

That innovation has deeply changed every entrepreneurial activity is now a certainty. Innovation is essential for companies looking to the future, a fundamental principle for their economic, cultural and social development. In an international economic context like that of today, innovation becomes an even more essential ingredient. As a result it comes naturally to think of the famous quote by Albert Einstein who, precisely in reference to the crisis, in 1955 wrote: "Let us not expect things to change, if we always do the same thing. A crisis is the best thing that can happen to people and countries, because it brings progress. Creativity comes from difficulties in the same way that day follows night".

With the foundation of the SMILAB technological hub, Smigroup has intended to make this thought its own, in that we are aware that from continuous and growing investments in research and development alternatives can be found to overcome the current economic difficulties.

The "R & D" laboratories of Smigroup have always played a fundamental role in the process of industrial technological innovation to improve the performances of machinery, installations and processes dedicated to production plants of different sectors.

The installations realized at our customers' premises worldwide, together with the novelties we will preview at Drinktec 2009, are the leitmotiv of the third edition of our company newsletter and the demonstration of our attention to the study of solutions that focus on energy saving, production efficiency and eco-compatibility of products and processes.

Paolo Nava,
Chairman & CEO
of SMI S.p.A.

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Printed in 14,000 paper copies

Available in:

Italian, English, French, Spanish,

Russian and Chinese.

Product pictures in this issue are shown
for reference only.

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smi NOW



the number of bottlers investing in eco-sustainability is growing

"Sustainability as synonym of competitiveness".

An increasingly important value for companies looking to the future.



**AUTOMATIC
FORMAT
CHANGE**



**OPERATIONAL
FLEXIBILITY**

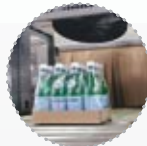
UP TO 360 PPM
Packs in film only,
pad + film,
tray + film



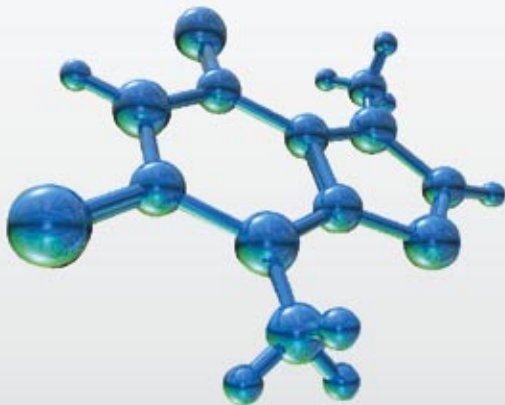
**EASY
TO USE**



**ADVANCED
TECHNOLOGY**



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SMILAB

- > R & D Laboratory
- > Innovation Laboratory
- > Training Laboratory

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Di Iorio.



WATER & CSD SECTOR

Di Iorio

Di Iorio S.p.A. Group
Frosolone, Italy

>> Stretch-blow moulder
SMIFORM SR 14

>> shrinkwrapper
SMIFLEXI SK 602 F

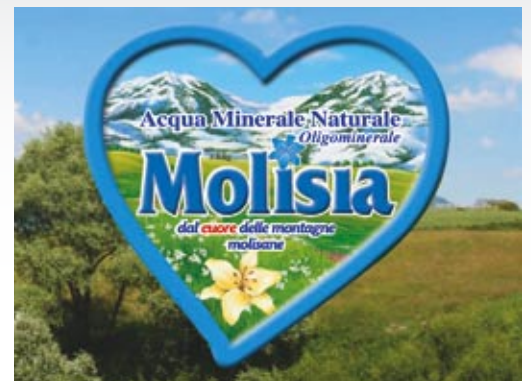
>> divider
SMILINE DV 500

>> conveyors
SMILINE



- Frosolone, land of water between past and future.

Ahead of its time, since its foundation, Di Iorio S.p.A. has built a close-knit relationship with the territory, encouraging the development of cultural-training and economic opportunities that have contributed to the wellbeing and protection of the environment. It is a company that draws its strong points for development and future innovation from traditions.



"To drink water is to drink the environment, to drink Molisia is to drink Molise".

■ This is the slogan that accompanies the newest PET bottle of Molisia flat water. The innovative image of great appeal has been awarded with the "Agorà d'argento" in that "it is a particularly attractive bottle to look at with those reflections and colours which are seen as signs of purity". The anatomical shape and the original label make it winning packaging". The "lily", logo of the Di Iorio company, is placed on relief on the bottle. On the label, a blue heart "embraces" the lush pastures and uncontaminated mountains. Molisia water comes from the "heart" of the lush nature of Molise. The national park of Abruzzo, Lazio and Molise, different protected oases and large wooded areas, above all in the province of Isernia (home to the municipality in which the Di Iorio company is located), are a green area of incomparable beauty. Molisia water is taken in the territory of Sant' Elena Sannita, at a height of 850 meters above sea level, within a natural district close to a protected zone of elevated naturalistic interest.

■ Water, man and the environment



Of all the resources found in the environment, water is certainly the most necessary to humans: all foods contain water; the human body contains large quantities of water; life itself depends on water. Consisting of one oxygen atom and two of hydrogen, it is able to interact with the ecosystem, responding to precise demands.

The role played by water on man equals that which culture plays on the soul and the human mind, which are at the basis of our traditions. Water and culture contribute to social and economic development, to the quality of life, to health and wellbeing in general.

The Italian region of Molise, an uncontaminated land in which "Tradition" and "Culture" live side by side with "Nature", safeguards a source of low mineral content water, Molisia, as pure as its mountains, ideal for healthy "Italian" living.

The water, which flows in this environment, is characterised by a very low saline content and is almost free of sodium and nitrates, an essential factor for healthy eating and which makes the water light and easy to digest. This gift of nature is bottled by the Di Iorio family respecting in full the surrounding territory, focusing on energy saving: a business policy closely connected to tradition and the environment, which has formed the basis of the production activity for over 110 years.



Above: Dr. Gino Di Iorio receives the Agorà d'argento for the flat water "Molisia" bottle.

Di Iorio and SMI

Technological innovation to support tradition



Over recent years Di Iorio has realised an important update of its commercial strategy, launching new beverages (aperitifs and soft drinks under the Stappj label) and above all Molisia water, which is bottled in modern high technology plants. The latter ensure an elevated quality standard and excellent preservation of the finished product. To satisfy the customers' requests in full, in line with market demands, the company of Molise has

installed a second line for PET bottling, parallel to the installation already existing for glass packaging. The new bottling line, characterised by the high technological content of the machines, is the most innovative available in this sector.

To realise this important investment Di Iorio has entrusted itself to the experience of SMI, with which it has been collaborating for almost a decade. Entrusting itself to the competence and quality

of SMI products, Di Iorio has made a bet: to realize an all-Italian line, with a high innovative content and technologically advanced. SMI supplies a rotary stretch-blow moulder of 14 cavities, a shrinkwrapper model SK 602F with double lane, integrated logistic systems for handling empty bottles produced by blow moulder SR14, loose bottles and the packages exiting shrinkwrapper SK 602F.

The production potential of the installation is high:

- > **40,000 bph** in the 500 ml format of soft drinks
- > **25,600 bph** in the 1 litre format of soft drinks
- > **20,000 bph** in the 1,5 litre format of soft drinks
- > **24,000 bph** in the 1,5 litre format of carbonated water
- > **25,000 bph** in the 2 litre format of flat water.

All the machines are managed electronically and have been designed in full compliance with the company's environmental policy. For example, all the motors are equipped with inverter for reduced energy consumption, the



▪ Technological innovation at the service of the environment

The "R & D" laboratories of Smigroup cover a fundamental role in the process of industrial technological innovation and result in an intense research and development activity to improve the performances of machinery, installations and processes dedicated to production plants of different sectors.



The Smigroup dedicates particular attention to the study of solutions which focus on energy saving, production efficiency and eco-compatibility of products and processes.

The laboratories experiment with new materials, characterised by greater lightness, resistance, workability, cost and ability to be recycled.

The new system to recover the compressed air applied to the machines for stretch-blow moulding of PET containers is important for its reduced environmental impact.

The results in terms of energy saving and respect of the environment are considerable and motivate the choice at the basis of this fully eco-compatible innovation, which reduces the consumption of air by up to 40% and electricity by up to 20%.

blow moulder is equipped with a device to recover the blowing air, the conveyors are lubricated with silicon material to allow considerable saving on water and reduced emission of phospho-organic residues into drains.

Maximum attention has been given to the hygienic-sanitary requirements of the entire bottling line, the air conveyors are equipped with suitable filters to prevent contamination of the transported bottles, the filler is hermetically closed (aseptic environment), while the electronic control of the taps assures precise filling of the bottle.

The line has been designed to bottle flat mineral water, carbonated mineral water, flavoured water, carbonated soft drinks and flat soft drinks in bottles of: 500 ml and 1 litre round, 1.5 and 2 litre square (flat mineral water and flat soft drinks); 1.5 and 2 litre round (carbonated mineral water and carbonated soft drinks).

With the entry into operation of the new line, the overall production potential of the Di Iorio plants is equal to half a million bottles per shift, or rather, one million five

hundred thousand bottles every 24 hours.

The potential of the current bottling line is such to be able to satisfy the traditional market and the large-scale retail trade sector.



Since 1896

the culture of healthy drinking.



Above: The full Di Iorio family celebrates 110 years of business activity.

■ Di Iorio S.p.A., with over a century of activity under its belt, is nestled among the spectacular mountains of Molise, where the mineral water, essential raw material for the soft drinks, rises pure. The founder Filippo Di Iorio, and his wife Angela and four children, began the production of soft drinks in 1896 (in particular carbonated soft drinks), exporting its fame worldwide. The tradition and old recipes of the family were handed down from generation to generation until 1985, when the

■ Once upon a time... but there is more

Chinotto (non-alcoholic drink produced from the juice of the citrus myrtifolia fruit and other herbal extracts) and gassosa (lemonade) are becoming popular again. The Di Iorio family has celebrated over 110 years of production of gassosa, once widely available (perhaps because of its low cost) and remained in the memory of generations for the "bottle with the ball", predecessor of food design, which has unconsciously become a "phenomenon". Di Iorio exports soft drinks as far away as the United States, Australia and South Africa. To re-launch the chinotto based soft drink, Di Iorio has played on the nostalgia of the Fifties, the years which marked the success of this particular beverage. Today it is considered by many to be a "fashion" drink that makes an all-Italian flavour and product survive abroad.



current partners Antonio, Gino and Domenico Di Iorio (nephews of the founder), together with their uncle Luigi Di Iorio, moved the current production of the plant to S. Elena Sannita in the area called "Il Giardino". In the mid 1990s studies and research were carried out to improve and empower the availability of mineral water and to add a new product to the production of soft drinks already produced: Molisia low mineral content water. Today the plant of 20,000 m² is among the most

modern, thanks to the advanced technology of the installations. In fact, the focus of Di Iorio is to continue to produce wholesome natural products with passion, developing the drinking quality, investing in research and in the installations to continue to improve the recipes of the grandfather Filippo Di Iorio.

Below: Historical photo of the Di Iorio family in 1896, the year the business was founded.



Above: Mrs. Ernestina, daughter of the founder, at the celebrations for the 110 years of activity of the company.

■ Wide production range to satisfy every taste

A complete range of products and commercial reliability make Di Iorio S.p.A. a company able to satisfy the demands of the modern market. In Italy and abroad Di Iorio is present with a vast range of products:

- > **Soft drinks**, prepared with only natural flavours, include:
 - Aperitifs (100 ml in glass): Stappino-Bitter, Bianco-Bitter, Rosso-Rabarbaro.
 - Soft drinks (in 200, 250, 500, 1000 and 1500 ml formats): gassosa, orange, lemonade, chinotti, tonic water, coffee.
- > **The MOLISIA mineral water** is bottled in glass formats (250 ml, 500 ml, 750 ml and 1 litre) and in PET formats (500 ml, 1 litre round, 1.5 litre square and round, 2 litre square and round).

▪ THE WORD TO THE CUSTOMER - Interview with Dr. Gino Di Iorio, Chairman of Di Iorio S.p.A.



Above: Dr. Gino Di Iorio, Chairman of Di Iorio S.p.A. with Paolo Nava, Chairman and General Manager of SMI S.p.A.

What is the key to the success of Di Iorio S.p.A. in Italy and abroad?

“Di Iorio has always been present on the soft drinks market. The production methods, modernisation of installations and technological innovation, together with the packaging, which has been and is renewed over time, allows us to offer an excellent quality/price ratio. The company’s flexibility at all levels is geared above all to customer satisfaction, and to making the trends of the modern market its own, in terms of format change, new packaging, etc. This has allowed us to develop over time and makes us competitive and successful

on today’s market, where a change is underway in the organisation of distribution both at the level of large-scale retail trade and the discount channel sector.

In fact, these two distribution channels favour small and medium sized companies that show great flexibility and ability to adapt to demand. A small medium sized company like Di Iorio succeeds in satisfying at best the demands of wholesalers and distribution in general. Our flexibility is clear in our wide production range, which includes both soft drinks and mineral water, in the availability of the soft drinks in containers of various size, from 500 ml to 2 litres, and in the availability on the market of a large variety of formats, namely the packs of 6, 8, 10, 12, 20 and 24 bottles.”

Quality and respect of the environment, wellness and healthy eating “Italian” style, tradition, culture and family: for over 110 years these have been the strong points of the company policy of Di Iorio. How important is technological innovation for your company?

“Our company is located in central-southern Italy, in a context which has been marked by a difficult

period with the closure of hundreds of small companies producing carbonated beverages. In the last century, since the post-war period and up to the Seventies, these companies had characterised the production structure of the beverage sector. Di Iorio has known how to overcome this period, thanks to the ongoing modernisation of its production installations and continuous technological research. The success both nationally and internationally has also been achieved thanks to the business continuity over the years, which from 1896 to the present has seen the passage of the “testimony” from father to son without any interruption.

We were the first in the world, during the first half of the Eighties, to experiment a new technology in filling beverages with pre-evacuation in soft drinks.

This technology, in addition to having obvious advantages in terms of levels, has above all improved the preservability of the product over time.

This has been the turning point that has driven Di Iorio to look for new commercial areas and new foreign markets, first among all the American continent, which has always been a large consumer of carbonated soft drinks.

Importers have particularly appreciated the organisation of Di Iorio, above all for the direct relationship with the company, as commercial intermediaries



are not used. Di Iorio has also shown its reliability in offering a product with an excellent quality price ratio, and in proposing a wide range of products which, in addition to the traditional ones, include typical Italian products like bitter, chinotto and rabarbaro. These are products which have been rediscovered by Italians living abroad, but which have also become part and parcel of the uses and customs of foreign families.”

The PET bottle of Molisia water, with its innovative image of great appeal, has been awarded with the “Agorà d’argento” for its packaging. What role has the collaboration with SMI played in the success of the new PET formats?

“As regards the new line, a project has been devised with the assistance of SMI, to resolve at best the problems relating to the engineering of the existing glass line”. The SMI technical department has redesigned the conveyor system for packaging glass products, making it possible to reach excellent production levels. Management of the format change has been automated,

with the advantage of drastically reducing the machine downtime due to the changes in formats and with the possibility to realise a high number of configurations starting from the first format set. As regards the engineering study of the new PET line, we have succeeded in combining at best each single functional requirement of the bottling system. The performances of the line have been optimised starting from bottle production, as the installation of rotary stretch-blow moulder SR14 meets our energy saving and eco-compatibility requirements in full.

The design and manufacture of the new PET containers has considered our functional, economic and image expectations. The new PET bottles of Molisia water, designed with preforms of low particle size, are light and respect our environmental policy in full, whilst maintaining an excellent resistance. The graphics have also taken into account the image of our company and its logo. The result obtained is a bottle of great “appeal” that transmits the innovative image of Di Iorio and has allowed us to attain the “Agorà d’argento” packaging award. The graphics on the bottle include all the key elements which distinguish our company: the logo has been reproduced on the top of our bottles, the lines on the body of the bottle, as

elements of reinforcement, represent the mountains; the lily symbolises the typical flower of the Molisa mountains, while the hearts are a decorative element.

In the development of this important project it has been of great importance to have a company like SMI, which is also a company rooted in the local territory with a strong commitment to providing technologically advanced machinery.

The working relationship with SMI has allowed us to accomplish this project which, I believe, is the best we could have obtained in terms of performance, production efficiency, effective warehouse yield, energy saving, reduction of overall management costs and optimisation of the production process with a reduced number of staff. The PET line uses only three operators, while the glass line is operated by four operators.”





Ice River Springs



WATER & CSD SECTOR

Ice River Springs

Ice River Springs Water Co Inc.
Feverisham, Canada

- » shrinkwrapper
SMIFLEXI SK 802 P
- » shrinkwrapper
SMIFLEXI SK 450 T
- » conveyors
SMILINE



▪ Freshness sealed ten thousand years ago

It is the slogan chosen by Ice River Springs to underline the high quality of this mountain water, which rises in the heart of the greatest natural beauty in Canada: the "escarpment of the Niagara falls" a massive promontory of sedimentary rocks which extends for 725 km from Niagara to Tobermory (Northern Bruce Peninsula).

The natural source of Ice River Springs flat water is in the high barquette of the Blue Mountains, close to Georgian Bay, in Ontario.

The water flows from underlying water layers which rise naturally to the surface and is protected both by agriculture and industry. In 1993 the Federal Government certified it as "spring water".

Ice River Springs, leader in Canada for the production of water, has achieved success embracing the essential values of sustainable development and technological innovation.



Ice River Springs: past and present

■ Ice River Springs Water Company began its activity in Feversham, Ontario, in an area of uncontaminated beauty on the spectacular high barquette of the Blue Mountains. Since 1975 the ownership of the company has remained within the founding family. The protection of the flat water source is one of the primary objectives of the company. In fact, within the property no pesticides, herbicides or chemical fertilisers are used. In the early Nineties, Ice River Springs began to sell tanks of water to Toronto bottling companies and in 1995 it began the business of selling water with its own label. A business strategy is introduced immediately based on consistent investments in technologically advanced installations, which allow Ice River Springs to become leader in the Canadian market thanks to a high quality product and an excellent customer service. These have been the factors at the basis of its rapid growth. Currently, Ice River Springs manages eight plants in North America and aspires to open many more in the future. In addition to its general headquarters

in Feversham, Ontario, the company is also present in Canada with three production plants: in Cranbrook BC, in an area at the foot of the hills of the "Rocky Mountains", at Revelstoke, BC and in Grafton, ON. The other four production plants are in the United States, in Morganton (NC), Kentland (IN), Marianna (FL) and Pittsfield (MA). Ice River Springs uses a fully integrated system, which avails of its own machinery to produce preforms, bottles and caps.



The partnership with SMI:

Technological versatility geared to customer satisfaction



■ The fast development over the last thirteen years has driven Ice River Springs to install new bottling lines within the various production plants. Since 2002 SMI has had the privilege of providing its machinery to this important Canadian company which, to date, has purchased 11 shrinkwrappers, mainly of the SK series, for high-speed lines. Two new production lines have recently been installed at the American plants in Kentland, IN, and Marianna

FI, where secondary packaging in shrink film is accomplished thanks to SMI shrinkwrappers at high speed SK 802P for double lane working.

Ice River Springs sells flat water under various brand names, which are distributed throughout the 50 states in the USA and in Canada. Ice River Springs also succeeds in satisfying the specific requests of each consumer, as the water is available on the market in different formats: small bottles of 250 ml to

the large 5-gallon containers (18.9 litres). Within the eight production plants of the company end line packaging is accomplished both in corrugated carton and shrink film. For the latter type of packaging, Ice River Springs has entrusted itself over recent years to the experience of SMI which, thanks to the operating versatility of the shrinkwrappers, has enabled the Canadian company to tackle the numerous demands of flexibility in packaging.

The SK series is composed of automatic machines for packaging containers in plastic, metal or glass.

Depending on the model chosen, it is possible to realise packs in only film, cardboard pad + film, cardboard tray + film, tray only. The SK packers reach production speeds of up to 360 packs per minute, depending on the model of machine and type of product to package.

The formats, which can be realised, vary depending on the shape, capacity and dimensions of the containers.

All SK models avail of an electronic grouping system of the product and, depending on the customers' needs, they are available in single lane or double lane versions.

They are also equipped with automatic format change.

The new packers SK 802P installed at Ice River Springs



package the PET bottles of 0.5 litres in 4x3 formats, film only in a double lane.

The same type of bottle is also packed in packs of greater size, with the support of a flat carton pad placed at the base of the pack. The flexibility of the machine also makes it possible to realise a high number of formats, to provide an adequate solution to the specific needs of each final consumer.

On supermarket shelves it is in fact possible to find the Ice River Springs water in packs of 12 bottles in film only packaging, in packs containing from 15 to 35 bottles packed in pad + film or in U-board tray + film.

The most common formats realised by SK 802P installed at Ice River Springs are: 5x3, 5x4, 6x3, 6x4, 6x5, 7x5 e 8x4.

The production process is so optimised that the Canadian company can respond to the

- Awarded for sustainable development in packaging.

Respect for the environment has always been a focal point for Ice River Springs. Over the last thirteen years the company has undergone incredible development, to become the largest private water bottling company in Canada.

Over the last 18 months Ice River Springs has opened 3 bottling plants in the United States, bringing to eight the number of plants in North America.

The Canadian plants of Ice River Springs use recycled carton for packaging their products, avoiding the need to cut down trees.

The environmental commitment of this family-run company was acknowledged in July 2008 when it was awarded the "Prize for its environmental support to packaging" presented by Atlantic packaging (company producing cellulose, and also involved in environmental protection). It is estimated that by using only recycled material Ice River Springs saved close to 84,168 trees in 2008, equivalent to 45 football fields, and avoided a disposal of refuse equal to 1,400 trucks.



growing flexibility demands of a market in strong development, thanks also to the experience of SMI in this sector and to the on-site assistance provided by SMI USA, the Smigroup branch in North America.



■ SMI USA Inc.

Smigroup aims at consolidating its position of leadership in the sector of packaging, producing increasingly innovative high-quality machines and installations. The customer can also avail



of personalised solutions for an efficient management of individual bottling lines, which highlight the operational flexibility, safety and ease of use, energy saving and eco-compatibility.

The ongoing commitment to achieve full customer satisfaction has led Smigroup to be present directly in America and Canada through its SMI USA Inc. branch located in Windsor, CT, close to New York and Boston.

The branch, which is in operation since 1999, uses both Italian and local personnel and has always focused on the needs of each individual customer.

Smigroup also opened its North American branch to provide appropriate technical assistance to large multinational companies like Coca Cola, PepsiCo, Dean Foods, etc.

These companies have invested enormous amounts of capital in technologically advanced machines for end-line packaging in both PET and can lines. Over 170 SMI packers are currently installed throughout the entire North American market.

Highly specialised local staff ensures an elevated quality service both commercially and technically, managing swiftly the requests of customers to install and maintain the installations.

The provision of spare parts from SMI USA warehouses also optimises delivery times and reduces transport expenses. The professionalism and helpfulness of staff of the North American branch of Smigroup is surely one of the key factors of the excellent sales results achieved in the United States and Canada

PSR-TRISAFE

Programmed to defend



The PSR TRISAFE relay is the new configurable safety module from Phoenix Contact to manage safety circuits in machines and plants. Thanks to SAFECONF, the graphic configuration software based on drag-and-drop functionality, no programming knowledge is required: just a few clicks are enough to configure the module!

In only 67,5 mm width, it is possible to monitor up to 20 incoming safety signals. The simulation option in the software allows the testing of the program before its implementation.

**Innovation is our passion.
And yours?**

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Pernod Ricard.



WINE & SPIRITS SECTOR
Pernod Ricard Italia
Pernod Ricard Group
Canelli, Italy
>> casepacker 
SMIFLEXI WP 600 + PID

■ Dynamic and vibrant Milan: the city of industry, fashion, music, culture and cafes. In this cosmopolitan city (home to Expo 2015), rich in excitement, cultural effervescence, competitive and energetic spirit, one can feel the glamour of “modern times”. Reflecting on this city, in continuous evolution, we cannot fail to think of Amaro Ramazzotti, which, in perfect harmony with the lifestyle of the mythical Eighties, is still synonymous with a city “to be experienced”, characterised by an ambitious, enthusiastic cultural project. Precisely in those years, in cities

through Italy, the use of the aperitif began to become popular (the “fashion” of the aperitif dates back to the distant 1860), thanks to the socialising environment of the cafes, particularly active in Milan, Venice, Turin and Rome. People meet before lunch or dinner to nibble on appetizers and sip alcohol-free or low alcohol cocktails. Later, the English Happy Hour tradition (actually invented in Italy in 1930) becomes widespread and revolutionises the concept of the “drinking fashion”: not just a drink for its own sake but an opportunity to meet and socialise.

■ Amaro Ramazzotti

The leading Italian liquor in the world is perfect for people "in tune with the times" who succeed in positively interpreting every moment of the day.

It is the modern and dynamic Italian Liquor for those who believe in the positive values of life.

It is the Liquor of those who appreciate the tradition and quality of almost 200 years of history in everyday life.

An elitist, original and complex product, Amaro Ramazzotti is also a product of daily consumption, for all and at any moment of the day, thanks to its elegant smooth taste which is enjoyed by all age groups.



A group rite!

Already, in 1815, a 24-year-old pharmacist by the name of Ausano Ramazzotti had anticipated the fashions connected to the aperitif and happy hour when, precisely in Milan, he began to sell wines, liquors and herbal products (herbs, roots, orange skins and aromatic barks). He also had the brilliant idea of creating a tonic restorative drink based on gentian, cinchona, rhubarb, cinnamon, oregano, sweet Sicilian orange, bitter orange of the Curacao islands and other ingredients.

Ausano Ramazzotti initially distributed his product in the inns of his neighbourhood and later he opened a public house in the centre of Milan close to La Scala Theatre. He would serve Amaro Ramazzotti instead of coffee and it soon became popular thanks to its tonic and digestive qualities.

The Amaro Ramazzotti immediately spread nationwide.

Its decisive yet non-invasive flavour, its organoleptic qualities, its characteristic perfume of orange and the moderate alcoholic content make it ideal for any occasion: served as an aperitif it is enjoyed dry or with a little carbonated water, lemon rind and ice. To finish a meal it is served neat or with ice to free its digestive properties.



From Milan to Paris:

a journey in the heart of the capitals of fashion, culture and “drink”



■ Pernod Ricard Italy, Italian branch of the French multinational Pernod Ricard Group, is the development of the Distillerie Fratelli Ramazzotti, a company which is acclaimed in Italy thanks to the celebrated liquor which carries the name of its founder. Conviviality, entrepreneurship, integrity and commitment are the business values which

characterise the Pernod Ricard Group, headed towards an increasingly brilliant future.

The French group favours a decentralised form of organisation, with “property brands” and “distribution” companies in each key country: it also promotes the values which have always characterised the history of the group: conviviality and simplicity, business spirit, integrity and commitment.

With the slogan “local roots, global reach” Pernod Ricard produces and distributes products which are well rooted in the history of the regions of belonging: be they whiskies in Scotland or Ireland, wines in Australia or pastis in Marseille.

Wherever it is present, the Pernod Ricard Group has formed strong partnerships with the local communities and supports their artistic and cultural initiatives.

Each year the French mother company and its branches promote art, humanitarian values and science, sponsoring different kinds of initiatives.

To mention a few, for example, the agreement of Pernod Ricard with the

Museum of Quai Branly dedicated to the art and culture of Africa, Asia, Oceania and the Americas, the construction of aquatic spaces in the terraces of the Centre Pompidou in Paris, the humanitarian sponsorships for aids to victims of hurricane Katrina in the USA and the Tsunami in Asia in 2004.





■ Milan and Paris are ever closer..

The values of integrity and commitment of the company are visible to all on the main streets of Milan, through the sponsorship by Pernod Ricard Italy of the "night stewards", who invite young people to drink alcohol «responsibly», reduce noise and skirmishes, and provide the telephone numbers of the Radio bus and taxis to return home in total safety. An initiative which comes from the intent to safeguard and encourage fun in a Milan by night, which can be ever more responsible and aware of individual choices, in the full respect of self and others.

■ It can be enjoyed in one of the following ways:

- > *Neat*: cold or at room temperature
- > *With ice*
- > *In coffee*
- > *On ice-cream*
- > *As punch*: it is an excellent restorative agent
- > *With orange rind*: in harmony with the round flavour of the orange skins of Sicily of its recipe
- > *Shakered*: with lemon juice and ice



It can also be used in cocktails:

- > *1815*: with ginger ale, a slice of lemon and one of orange.
- > *1815 Special*: with ginger ale, gin, a slice of lemon and one of orange, a slice of apple, one of peach and a few mint leaves.
- > *Sour*: with sugar, lemon juice and ice.
- > *Orange*: with orange juice and ice.
- > *Typhoon*: with tonic water and strawberry juice.
- > *Lemon*: with lemonade and ice



Pernod Ricard & SMI

The wrap-around box to advertise brand-identity



■ In the early Nineteenth century Amaro Ramazzotti was already a product diffused nationwide. The growing demand made it obligatory to transfer the production activity from the centre of Milan to a large production area outside the city. In 1985 Ramazzotti became part of the Pernod Ricard Group, which recorded rapid growth in Italy thanks to the inclusion of prestigious brands in its product portfolio, including Amaro Ramazzotti (famous internationally).

In 1995 the production of the liquor was transferred to Canelli, in the province of Asti, following a new strategy of industrial unification and concentration adopted in Italy by the Pernod Ricard Group. In 2007, following the acquisition of Seagram (2001) and Allied Domecq (2005), the company assumed the current name of Pernod Ricard Italy and further reinforces itself. The product portfolio includes prestigious brands like: Havana Club, Chivas

Regal, Ballantine's, Mumm and Perrier Jouet Champagne, Malibu, Ricard, Jameson, The Glenlivet, Beefeater, Wyborowa, Stolichnaya, Kahlua. The company also develops an efficient sales activity outside Italy, where it conquers positions of primary importance in Germany, Holland and Canada thanks to the Amaro Ramazzotti, Canele and Sambuca brands. In 2008 the Pernod Ricard Group absorbed Swedish company V&S, owner of the Absolute Vodka brand, becoming the n°1 producer in Europe and Asia in the sector of spirits, further strengthening its market share in the key product categories: rum, vodka, whisky and cognac.





The company has always been particularly attentive to its customers' requirements. Combining the historic experience with elevated flexibility, Pernod Ricard Italy is able to satisfy every kind of expectation, personalising the packaging of its products and managing the service to the final consumer.

To offer an innovative impact packaging, which represents at best the brands of the Group, Pernod Ricard Italy has decided to work with SMI.

To package such an exceptional, modern and traditional beverage like Amaro Ramazzotti, the packaging in wrap-around cardboard boxes seemed to be immediately the perfect solution.

This is the optimal type of packaging to preserve the integrity of the bottles and their content during all phases of handling and transport.

It is also an exceptional marketing tool for the product, as the sides of the box can be printed in colours with graphic images of strong visual impact, contributing to the effective diffusion of brand identity.

Following the installation of an SMI wrap-around casepacker in the Pernod Ricard Italy plants in 2001, the strong working relationship set up between the two companies has led to the recent installation of a new WP 600 casepacker with partition insertion device.

The operating flexibility of this packaging machine is well proven by the fact that it has been chosen to package the key product, Amaro Ramazzotti, and the products of the Sambuca and Fior di Vite brands;



bottles with differing capacities (from 0,375 to 1,5 litres) are in fact grouped into formats of 2x3 and 3x4 and then packaged in wrap-around boxes with and without the insertion of preformed board partitions.

Packaging realised using the WP 600 offers numerous advantages.

The most important include the protection of bottles from knocks and mechanical stress, as the thickness of the cardboard acts as a shock absorber during transport.

The insertion of the preassembled partitions between the glass bottles protects the containers and labels from abrasions and rubbing.

These are the characteristics which have driven the company to invest in a new WP 600 casepacker equipped with the "PID SBP" accessory, which inserts preassembled partitions in "stretched board" instead of corrugated cardboard like the traditional method.

The possibility to use this type of partition allows Pernod Ricard to reduce purchasing costs by 20% and lower the storage volume by at least 60%.



The process of inserting the partitions and loading the relevant magazine is also faster, as these are already pre-assembled. The size of the casepacker remains the same as that of a standard machine, as both the partition magazine and the insertion device are assembled in the upper part of the frame of the packaging machine.

■ Pernod Ricard Group

The Pernod Ricard Group was set up in 1975 as a result of the merging of two French companies Pernod and Ricard, two brands of very well known aperitifs. The group experienced strong growth, also made possible by the acquisition, in 2001, of the wine and spirits division of Canadian group Seagram, put on sale by Vivendi Universal following the merger between Vivendi and Seagram in 2000.

In 1994 Pernod Ricard made its second great acquisition, absorbing its British Competitor Allied Domecq, set up in 1994 by multiple merging activities, which held strong brands like Tequila Sauza, Malibu rums, Canadian Club, Martell cognacs, Kahlua, and whiskies like Ballantines, Aberlour, Long John and Chivas.

This operation has permitted

Pernod Ricard to become the second largest group worldwide in the wines and spirits sector, with a turnover of 6.5 billion Euro (2007-2008).

A considerable contribution to the future development of the Pernod Ricard Group has been the recent acquisition of Swedish company V&S (Absolute Vodka), which will allow the French company to aim at the top position worldwide in all sectors.

The portfolio of Pernod Ricard holds the most prestigious brands of its sector: Pernod Anise, Ballantine's, Chivas Regal and The Glenlivet Scotch whisky, Jameson Irish Whiskey, Amaro Ramazzotti, Martell cognac, Havana Club rum, Beefeater gin, Kahlua and Malibu liquors, Mumm and Terrier-Jouët champagne, and Jacob's Creek and Montana wines.



■ Numbers in 2008

- n° 2 in the world of wines and spirits
- n°1 in Europe
- n°1 in South America
- n°1 in Asia
- 78 million** crates of spirits
- 23 million** crates of wine
- 17,500** employees
- 80** branches worldwide
- 102** production sites.





Beijing Pepsi.



WATER & CSD SECTOR
Beijing Pepsi
 International PepsiCo Group
 Beijing, China
 >> shrinkwrapper
 SMIFLEXI SK 600 F
 >> Casepacker
 SMIFLEXI WP 600



■ PepsiCo Inc.

With a turnover in 2008 of 43.2 billion USD and a net profit of over 5 billion, PepsiCo Inc. is one of the largest global groups in the food & beverages sector. The American multinational employs close to 185,000 people worldwide and its products are sold in almost 200 countries. The principal activities of the company include: Frito-Lav snacks, Pepsi-Cola beverages, Gatorade sport drinks, Tropicana fruit juices, Quaker food products.



PepsiCo

re-launches the conquest of China.

■ In late 2008 the American colossal of alcohol-free beverages announced it would invest a billion dollars in China over the next four years. This is the largest investment of the company in the Asian country in the last thirty years, in line with the strategy of aiming predominantly at emerging economies with a high level of growth, also in view of the falling consumption in many Western countries. The allocated amount will be invested above all in the hinterland and western area of China, to expand the production and research activity and to extend the sales network, developing new products targeted at the local market. The forecast is to create thousands of new jobs. In China PepsiCo and the partner companies already employ more than 22 thousand people.

■ **Development passes through growth in production and distribution capacity.**

The battle of PepsiCo to conquer the most populated market in the world aims at developing

a portfolio of important products on a local basis and, with new investments, to reach an elevated capacity of research and development.

This is a strategy, which requires a strong commitment from the supplier network of the American giant. Consequently, within the new production lines, it has become a priority for Pepsi to install machines which respond to the criteria of maximum efficiency, reduced costs and operating versatility, to ensure the greatest return on the initial investment. For almost a decade SMI has been the provider of PepsiCo in China, where fifteen machines have been installed for secondary packaging in shrink film and in corrugated cardboard cases using the wrap-around system. PepsiCo has also entrusted itself to the experience and technology of SMI for the recent provision of an SK 600 F shrinkwrapper for the Peking plant, dedicated to packaging PET bottles of 0,6 / 1,25 and 2 litres in film only.



In an increasingly aggressive market, PepsiCo intends to increase its competitiveness, entrusting itself to companies capable of responding to the best expectations and ensuring an adequate service during the entire lifecycle of the purchased installations.

■ How to ensure excellent returns on initial investment.

Production efficiency, operating ease, technological innovation, excellent quality/price ratio of the installation: these are the main factors which have driven PepsiCo to consider SMI an ideal

supplier for the packaging machines to be added to the line of 36,000 bottles / hour at its Peking plant.

The SMI packaging machines are the result of an ongoing commitment by the "R&D" centre of the Italian company in the search for new solutions and in the development of new technologies to be able to produce machines characterised by greater productivity, reduced management costs, greater environmental compatibility, greater operating flexibility and contained global maintenance costs.

Through an accurate analysis of the life cycle of the product, the customer



■ PepsiCo and sustainable development

PepsiCo strongly believes in the economic development of China. In fact, the country also seems able to ensure good development prospects for the future: according to Euromonitor analysts the sales of flat soft drinks will grow this year (2009) by 16% while those of carbonated soft drinks will increase by 7% for a turnover which should reach 20 billion dollars.

The expansion projects of PepsiCo in China also include the commitment to support respect of the environment, above all in relation to local agriculture and conservation of natural resources, through the support of numerous programmes of local communities.

These efforts are part of the project entitled "Performance with Purpose" which is targeted at achieving economic and financial success without traumatic impacts on the society, involving the local community in different initiatives to save energy, protect water, etc.



obtains the maximum return on equity (ROE) in machines and installations. The SMI shrinkwrappers of the SK series are fully electronic, compact, modular and flexible machines and effectively respond to current needs to optimise production space, make frequent format changes and simplify the operations of use and management. For the automation of its machines, SMI uses the SERCOS interface communication bus, to control the axes and to acquire and pilot the I/O devices on the machine, greatly simplifying the control



system and increasing the performances and reliability of the machine.

Consequently, the SMI packaging machines become synonymous with elevated production yields, ease of use, simplification in the operations of installation and integration with other systems.



■ Over a century of history

Pepsi-Cola was set up in 1898 in a town in North Carolina, in the United States, where pharmacist, Caleb Bradham, tried to create a soft drink based on cola which was healthy, thirst quenching and an aid to digestion.

He succeeded with pepsin, the enzyme that facilitates digestion and which, though absent in what was known as Brad's drink, inspired the inventor with the name of the product, which would become famous worldwide: Pepsi-Cola. The phenomenal success of the soft drink drove Bradham to set up the Pepsi-Cola Company in 1903.

From the outset great importance was given to packaging and the consumer. In 1907 the attractive and practical bottle was created which confirmed the great success of Pepsi in half of the United States, with 250 bottling plants. Having consolidated production and distribution, the Pepsi-Cola Company began to conquer the other States of the Union, while since the Thirties it has expanded internationally to reach Latin America, Canada and even the Soviet Union. Subsequent years were marked by a process of worldwide expansion. In the Sixties PepsiCo became the second producer of soft drinks in the world. The company aspired to become spokesperson for the new American generation, giving itself a modern forward-looking image summarised in the slogan "Pepsi generation". In the Nineties, to confirm its leadership in the market of soft drinks, PepsiCo embarked on its mission to conquer China, Eastern Europe, Mexico and Argentina.



- THE WORD TO THE CUSTOMER - Interview with Mr. Qi Ming-Jian, General Manager of Beijing Pepsi-Cola, Mr. Xu Wei-Xue, Production Manager of Beijing Pepsi-Cola and Mr. Mike White, Vice-Chairman and Chief Executive Officer of PepsiCo International.



Above: Mr. Qi Ming-Jian, General Manger of Beijing Pepsi Cola Beverage Co. Ltd.

On a worldwide scale PepsiCo is one of the key companies operating in the food & beverage sector. What has driven the company to increase its investments in China for the coming years?

“During the speech made on a recent journey to China, Mr. Mike White, Vice Chairman and Chief Executive Officer of PepsiCo International, underlined: «Peking, and more generally China, is a key market for the future development of our group». Mr. Mike White also added: «I am firmly convinced that the greatest

opportunity of growth for our industry lies in China.»

What role must a supplier play during this process of company growth?

“Pepsi has been present in China for 25 years. Through continuous developments it has become a highly successful operation within PepsiCo International. The sales volume of Pepsi Beverage Business in recent years has recorded an increase four times greater than that of the past and for 9 years running it has reached market shares to establish ever-higher records. As regards the beverage industry, Pepsi has opened 20 bottling plants in 20 cities in China and a plant of concentrates. Within the food industry, Pepsi owns four dedicated plants in China. Pepsico China employs close to 10,000 employees, offering indirect employment opportunities to more than 1.5 million Chinese working in the supplier, distribution and service chain. Today, PepsiCo China owns more than 40 companies in the Country,

which are an investment equal to more than 1 billion dollars.»

What has driven Pepsi to add SMI packaging machines to its production lines?

“Set up in October 1988, Beijing Pepsi-Cola Beverage Co, is the first filling plant in Northern China to have been involved by investments made by PepsiCo International - responds Mr. Qi Ming-Jian (General Manager of Beijing Pepsi Cola Beverage Co. Ltd) - To increase the success of the entire commercial experience begun by PepsiCo Inc. and maintain its singular approach to marketing, Beijing Pepsi-Cola beverage Co. immediately began working to be able to offer local consumers high quality products and services. The first SMI shrinkwrapper, model SK 300 F, was installed in our company in 2006. It represented the first step to improving the line of products packaged in PET. Thanks to the productive success achieved in the Peking plant, and thanks to the ongoing performances and low maintenance costs of SMI machines, PepsiCo China has ascertained that the Italian manufacturer has been able to serve Pepsi as a qualified supplier of packaging machines.



Above: Mr. Xu Wei-Xue, Production Manager of Beijing Pepsi-Cola Beverage Co. Ltd with Mr. Joseph Chen; Sales Manager of SMI China.

Consequently, the other PepsiCo China plants have begun to install machines provided by SMI in their production lines: Changsha Pepsi-Cola Beverage Co. Ltd; Harbin Pepsi-Cola Beverage Co. Ltd; PepsiCo Beverages (Shenyang) limited; PepsiCo Beverage (Guangzhou) limited; Beijing Pepsi-Cola Beverage Co. Ltd; Changchun Pepsi-Cola Beverage Co. Ltd; Hangzhou Pepsi-Cola Beverage Co. Ltd; Chengdu Pepsi-Cola Beverage Co. Ltd. The example has also been followed by other Pepsi bottling plants.

The Olympic games in Peking 2008 have created further opportunities to develop the packaging industry within the drinks market. In this regard, Beijing Pepsi-Cola Beverage has decided to purchase an SMI automatic wrap-around casepacker model WP 600, to

satisfy the new requests of the market: a market increasingly demanding and in search of products packed in packaging that is qualitatively higher than the standard. The new machine has been installed within the existing line for filling cans and has improved packaging in terms of format. The facts have shown that the excellent quality / price ratio of SMI products, together with the efficient support of local technicians of SMI China, have guaranteed the success of this new project.

With reference to the choices of purchases made in precedence, I can safely state that, against an increasingly aggressive competitive market, SMI, as qualified supplier, has been able to maintain consumption and maintenance costs at very low levels. These results have been reached thanks to reasonable prices, efficiency of the machines, extremely simplified format change operations and to the supply of modular spare parts. In short, these are the reasons why Beijing Pepsi-Cola beverage Co. Ltd has chosen SMI packaging machines. In 2009 we have also decided to purchase a new shrinkwrapper SK 800 from this company. It has been installed in a high speed filling line provided by Sidel to increase our production capacities.”

What role does the partnership with SMI play in the success of Pepsi in China?

“With the growth of consumption the demand for beverages is continuously on the rise - comments Mr. Xu Wei Xue (Production Manager of Beijing Pepsi Cola Beverage Co. Ltd) - It should also be underlined that in some metropolitan areas the products supplied must be able to satisfy higher qualitative levels. Compared with cardboard packaging, shrink film is more economical and offers excellent possibilities to market the product, as the image impressed on the printed film is able to attract the consumers' attention. In addition to this, on SMI SK and WP packaging machines the containers are grouped continuously in the format required, by an electronic grouping system. The machines are also equipped with an automatic format change system, while the film coil unit is electronically controlled by a brushless motor; this guarantees a consistent and perfect film tautness and greater precision in cutting operations. These technological innovations, unique in the sector, have allowed us, as final users, to make fast format and product changes doing away with downtimes. This aspect is of extreme importance, as it optimises the efficiency of the entire production line.”

How important is it for Pepsi that SMI are present in China with local staff?

“From the collaboration we have built over the years, we believe that SMI is truly an excellent partner - comments Mr. Xu Wei-Xue (Production Manager of Beijing Pepsi Cola Beverage Co. Ltd)- By taking a closer look at the current operating conditions, we can confirm that the SMI machines are extremely reliable. In fact, for the investments made in 2009 for the new high speed filling line, we carefully assessed all the sensitive factors for choosing the supplier. At the end we decided to purchase an SMI high-speed shrinkwrapper of the SK series, despite the fact that we had never used one in our production plants before. We confide in the strong points of the SMI packaging machines and expect them to offer a valid contribution to achieve maximum overall efficiency of the new line, thanks also to the possibility of realising many different formats.”

Smigroup in China

...available to the customer

In a context of increasingly widespread globalisation, Smigroup has opened numerous branches and representation offices in strategic markets to provide customers with “on-site” support and an increasingly efficient service.

The ongoing commitment to improve customer satisfaction has been the key factor which has driven SMI to open two representation offices in China in the large industrial centres of Nanjing and Guangzhou.

Highly skilled Chinese staff ensures top quality service in both sales and technical assistance for installing and maintaining SMI installations.

Competence, professionalism and helpfulness are the qualities of SMI China staff which are greatly appreciated by the Chinese customers, and which form the basis of the excellent sales figures reached by Smigroup in this important market.

Since 1996 SMI has installed almost 400 machines in China for secondary packaging and for stretch-blow moulding PET bottles.

Hence, to ensure a service at the height of such results, Smigroup has recently decided to increase the human resources to be employed in the technical assistance activities.

For years SMI has contributed with its hi-tech machinery to the process of modernisation of many bottling plants in China.

To date, Pepsi-Cola system worldwide has installed over 150 SMI automatic packaging machines, thirty of which are in Asia.





CM combined packer:

Unity creates strength and multiplies results



The CM series of the SMI automatic packaging machines includes machines gathering into one single unit the functions of a wrap-around casepacker and of a shrinkwrapper.

The CM series reaches a maximum production speed of 80 ppm and it is the optimal solution for packaging containers in corrugated cardboard cases, cardboard trays, cardboard pad/tray + film.

SMI CM SERIES:

Double performance with a single packaging machine.



> PET blow moulding machines > shrinkwrappers and tray packers > wrap-around casepackers > conveyor systems



- The new Smiflexi SK 600T on show at Drinktec 2009

With a view to offering the market increasingly innovative packaging machines, the research and development laboratories of Smigroup have prepared an updated version of the Smiflexi SK shrinkwrappers, which will be previewed at Drinktec 2009.

The Smiflexi SK range is suited to packaging different kinds of containers, such as bottles, cans, tins, jars and multipacks in film only, flat cardboard pad + film, tray only or tray +film. The products can be worked in single, double or triple lane depending on the formats selected and the containers.

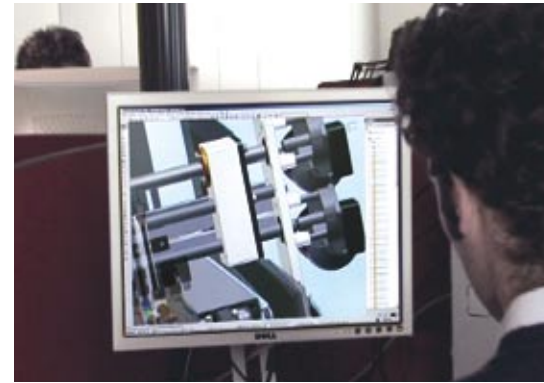
The extreme flexibility of these machines is possible thanks to the automation system realised by the Smitec division, making it possible to move swiftly from one format to another thanks to the advanced functions of the Posyc control panel.

SK shrinkwrappers:

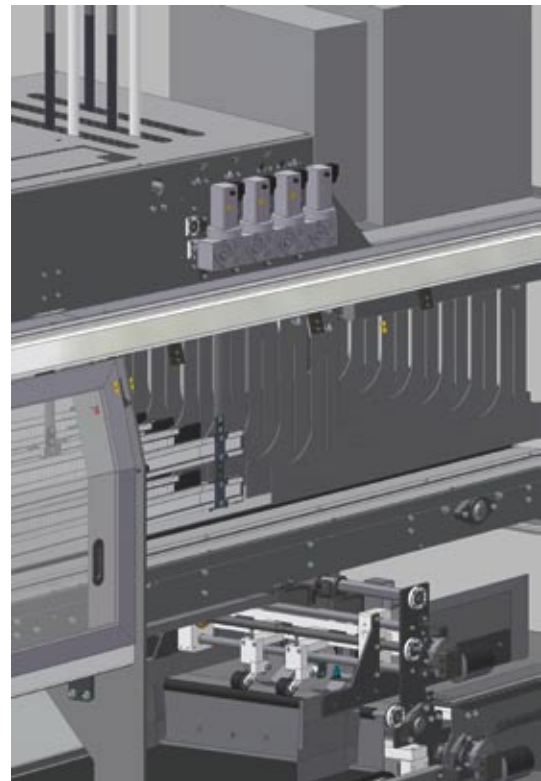
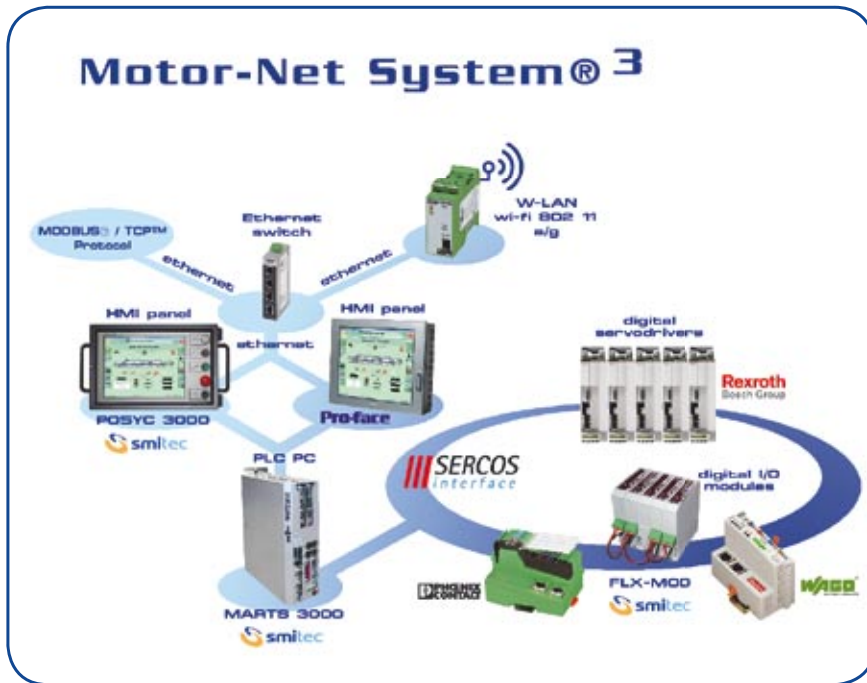
Automation at the service of speed

■ To facilitate the start-up operations of the machines, improve diagnostics and reduce management costs, SMI has been using the MotorNet System (MNS[®]) for many years. The MNS is an integrated and open automated platform, which unites the functions of motion control and those of a traditional PLC in a single PC-based (MARTS) controller. This system makes it possible to manufacture fully electronic, compact, modular and flexible machines able to optimise production spaces, allowing frequent format changes and simplifying operations of use and maintenance. For the automation of the SK 600T shrinkwrapper on show at Drinktec 2009 SMI has chosen the SERCOS III

interface to control the axes in movement and to exchange data with the I/O devices on the machine. The choice to use a single communication bus simplifies the control system considerably, further increasing the overall performances and reliability of the machine and reducing, at the same time, the quantities of spare parts to handle. This solution ensures customers considerable advantages as regards other solutions offered by the market, where the SERCOS interface is used only for the electronic control of the axes, while the management of I/O is assigned to another communication bus, like for example PROFIBUS or



- » Maximum speed up to 360 ppm
- » Suited to producing packs in film only, pad + film and tray + film
- » Suited to packaging plastic, metal or glass containers
- » Vast range of formats achievable (2x2, 3x2, 4x3, 6x4,.....)
- » Automatic format change
- » Available in single lane and double lane version
- » Electronic system to group product



CONTROLNET. The limit of this two-field bus solution is clear in the overall management of different electronic components, which have their own individual parameters and characteristics.

It should also be underlined that the principle novelty of the new Smiflexi SK 600 T shrinkwrapper automation system is the use of Ethernet technology in an industrial field, above all for the connection at field bus level. Controls, drivers, controllers, I/O modules are connectable with normal network cables, considerably improving the performances, reliability and economics of the system.

The model of packaging machine on show at the

fair is synonymous with elevated production yields, ease and precision of use, simplification of installation operations and integration with other systems and easy to manage spare parts, thanks also to the use of standard commercial components.

The new SK 600 T is the synthesis of all the innovations introduced on the fourth generation SMI packaging machines, which are distinguished by easy integration between the SERCOS III of different manufacturers.

More precisely, SMI uses drivers for brushless motors Bosch-Rexorth, modules of I/O Phoenix Contact (and WAGO), PC Pro-face panels integrated with Smittec products, all

connected by Ethernet cable on SERCOS III bus.

The SK 600 T on show at Drinktec 2009 is also equipped with an automatic format change device at machine entry and a new "stand alone" shrinking tunnel. The latter is available in both the electric powered or the methane gas powered version.

The automatic adjustment device to change format at machine entry simplifies the operator's work considerably, as it reduces manual adjustment to a minimum.

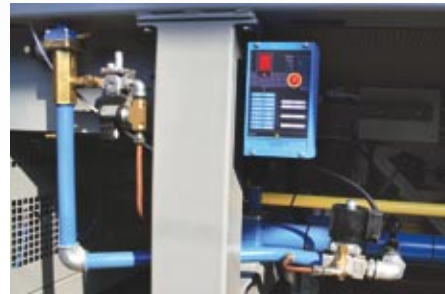
For years SMI has provided the device to regulate format change automatically as standard on all SK range machines. The decision to now install automatic format change on the fourth generation machines, also at the entry zone, has been dictated by the needs of greater precision and reliability, above all in high-speed packaging lines.

■ Smigroup and respect for the environment

Respect for the environment is one of the top priorities of Smigroup, which aims at providing solutions and innovative technologies with a reduced impact on the environment. One of the greatest challenges for protecting the environment deals with the reduction of carbon dioxide emissions, responsible for the green house effect.

For this reason SMI has studied alternative systems to power its shrinking tunnels, such as methane gas, which allow a significant reduction in consumption and energy costs.

Natural gas has numerous advantages compared to other fuels because it burns cleanly, costs less, has a high safety index and is a source of abundant energy.



■ SK 1200 HS: precision at maximum speed

The new high speed Smiflexi SK 1200 HS shrinkwrapper has arrived: a machine with an elevated technological content, it produces packs in film, tray or pad and film, tray only up to a maximum speed of 360 ppm.



SR series.



■ The versatility of the SMI rotary stretch blow-molders of the SR Smiform series guarantees considerable advantages in operations to blow-mold containers in PET and PP, used mainly in the "food & beverage", detergent, cosmetic, pharmaceutical and chemical sectors.

The high technological content, the greatly reduced running and maintenance costs, and the excellent quality/price ratio, make the SR series the ideal solution to produce plastic containers of different capacities, with shapes which vary from the

simplest to the most innovative and complex. The SMI rotary stretch blow-molders allow to move from the blow-molding of containers in PET to those in PP and vice-versa without changing the machine configuration, assuring the customer optimal use of the installations. PP polymers can be used in the stretch-blow moulding of a wide range of containers, thanks to their transparency and shine, to the low permeability to H₂O, as well as the excellent resistance to heat and sterilisation.

SR Stretch blow-molders: Blow-moulding becomes light



■ Within the beverage industry, above all of water, PET bottle weight is an increasingly important factor: consequently, manufacturers of stretch blow-molders are called upon to design machines able to produce increasingly lighter bottles to allow reduction of production costs and at the same time enhancement of the product through innovative shapes of great appeal. At Drinktec 2009, SMI will present the Smiform SR 8 model dedicated to the production of PET 0,5-

litre bottles for water produced using preforms of 9.94 grams. It involves a solution which respects the environment (less plastic = less fuel = less pollution) and is able to guarantee considerable economic savings, as it ensures reduced TCO (Total Costs of Ownership) of the machinery. Starting from the typical flexibility of plastic, and working above all on the shape of the final container, today it is possible to produce very light bottles, maintaining the stability and resistance

typical of a container with a higher particle size. Bottlers in the United States, driven above all by a strong ecological sensitivity, have been one of the first to request from SMI the possibility to produce lighter containers starting from preforms with low particle size. For example, the SMI 20-cavity stretch blow-molder model Smiform SR 20, recently delivered to Sky Blue Water in Canada, produces 0,5-litre bottles using preforms of 13 grams. The orientation of the market to bottle water in increasingly lighter containers is even more relevant if we consider that the worldwide consumption of packaged water is





constantly on the rise. Analysis presented by Zenith International, a market research and analysis company specialised in this sector, shows that the worldwide consumption of water has risen in the last year by 6%, bringing it to 206 billion litres a year. Global sales in 2008 reached 63 billion Euro: +19% compared to 2000, with an average annual growth rate of 9%. The segment of packaged water is the most important within the "beverage" sector; for this reason it has been analysed in all its aspects, considering the consumption of the last six years (2002-2008) in 75 countries between

North and South America, Western and Eastern Europe, Africa, Middle East, Asia and Oceania. The Western European market is the most mature and consolidated with a growth rate in consumption equal to 6%. Instead, Asia and North America are experiencing a real boom: the increase in consumption of bottled water in Asia is equal to 21% while in North America 12%.

From here it is easy to understand why even the lowest reduction in weight of a single bottle is able to assume an enormous environmental importance. The lower bottle weight means less polluting emissions during production and transport and a low impact on the environment in the disposal of packaging refuse.

■ Container tests

All containers produced by stretch blow-molding are submitted by SMI to specific tests of thermal and mechanical control:

- > maximum axial load
- > effects of possible falls
- > resistance to deformations
- > thermal stability
- > even distribution of the material
- > burst pressure
- > stress cracking



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RP INJECTION Srl, Italian company distributor for Europe of FULLY ELECTRIC injection machine made by TOYO MACHINERY & METAL Co. Ltd (HITACHI Group), thanks to his long experience in the injection machinery for PET preforms, developed together with TOYO, the first range of injection machine for PET preforms with FULLY ELECTRIC technology.

Our complete injection systems are able to produce PET preforms from 3 up to 700 gr with injection mould up to 72 cavity.

The FULLY ELECTRIC injection machine are integrated in a complete "turn-key" plant for the production of PET preforms together with multi-cavity injection mould, robot with take-out plate at 3 cycles, refrigerated by cold water and insert in a close cabin with air temperature controlled, plus auxiliary services.

Several and important are the advantages offered by the FULLY ELECTRIC Injection machine; first of all the saving energy and consequent reducing of CO₂ emissions, making the machine as environmentally-friendly.

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- > Sealing bar of 760mm
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- > Divider on entry
- > Motorised pusher controlled by inverter and encoder
- > Flextron® control system





■ The packaging market is in continuous development and presents a growing demand for flexible, compact, economic and innovative packaging.

The success obtained during 2008 by the new series of monoblock β P shrinkwrappers is the clear demonstration of how SMIPACK has been particularly attentive to offering its customers personalised solutions: thanks to these machines the customer can manage its production lines efficiently and flexibly, in total safety at minimum operating costs.

The β P800AS, β P802AS and β P1102AS models have been highly appreciated by the market; in 2008

more than 150 units were sold. The β P series of SMIPACK is characterised by a compact monoblock structure, which facilitates machine movement within the production unit thanks also to the double feet/wheels solution.

The technical innovations of the β P series are now also available on the new models with 90° infeed: with automatic pack grouping and formation (β P800AR, β P802AR 230R and β P802AR 280RS) and without automatic grouping (β P800AR 340P and β P802AR 340P).





■ **The ideal machine to suit every need**

The βP800/802 AR 230R and βP802AR 28ORS models of the automatic monoblock shrinkwrappers with sealing bar distinguish themselves for their elevated versatility: bottles, cans, flacons, jars and many other loose containers can be packaged in various configurations in shrink film. At the machine entrance there can be 1, 2 or 3 rows of products and 90° infeeding occurs thanks to an automatic left or right conveyor. Pack formation is managed by an automatic grouping system, while a motorised pusher, controlled by inverter and encoder, conveys the products inside the machine for subsequent wrapping in film and shrinking.

The three models available are able to satisfy production requests of up to 12 packs / minute (model βP800AR 230R) and up to 22 packs /minute (models βP802AR 230R and 28ORS).

The βP800AR 340P and βP802AR 340P models,

without automatic grouping, have been designed to package different types of packs, trays, boxes and already grouped products, such as manuals, books, etc. in shrink film.

The packs, already formed, enter the packaging machine at a set pace to be wrapped in film and later shrunk.

The βP800AR 340 P model packages the packs up to a speed of 12 ppm while the βP802AR 340 P model up to a speed of 22 ppm.

All shrinkwrappers of the βP series are widely used in different market sectors like: drinks, food, chemical, wines, spirits, cosmetics, detergents, textile, graphics, etc.

The Flextron® control system, equipped with LCD alphanumeric control panel, stores up to 10 work





programs and ensures a simple and accurate control of all parameters and production phases, such as temperature and seal time, opening of seal bar, speed and position of pusher, oven temperature, speed of oven belt, etc. Among the other features that distinguish the competitiveness of this series, it is worth mentioning that the oven belt, which moves at a variable speed controlled by inverter, is equipped with fibre glass bars and provided with a supplementary chain for improved movement of the high weight packs.

▪ NEW FOR 2009: automatic handle applicators series HA 40-60-80

With the simple application of a handle, any pack of bottles, cans, jar, etc. becomes easier to handle and carry. The packs acquire an added value, because the final consumer prefers the most practical solutions. The SMIPACK HA series automatic handle applicators are stand-alone machines, positioned downstream of the shrinkwrappers, and are extremely versatile; it is in fact possible to apply pre-cut cardboard handles, PP reel fed handles and kraft paper reel fed handles.

The HA models present at Drinktec 2009 belong to a new generation of machines which are even more innovative and flexible. SMIPACK has wanted to design and produce a product which would adequately satisfy the request of the market in continuous development, where packaging increasingly assumes the role of primary advertising tool for the success of single products.

The new handle applicators are available in different models: HA 40, HA 60 and HA 80. These are compact machines with a monoblock structure, and perfectly respond to the needs of customers who have little production space.

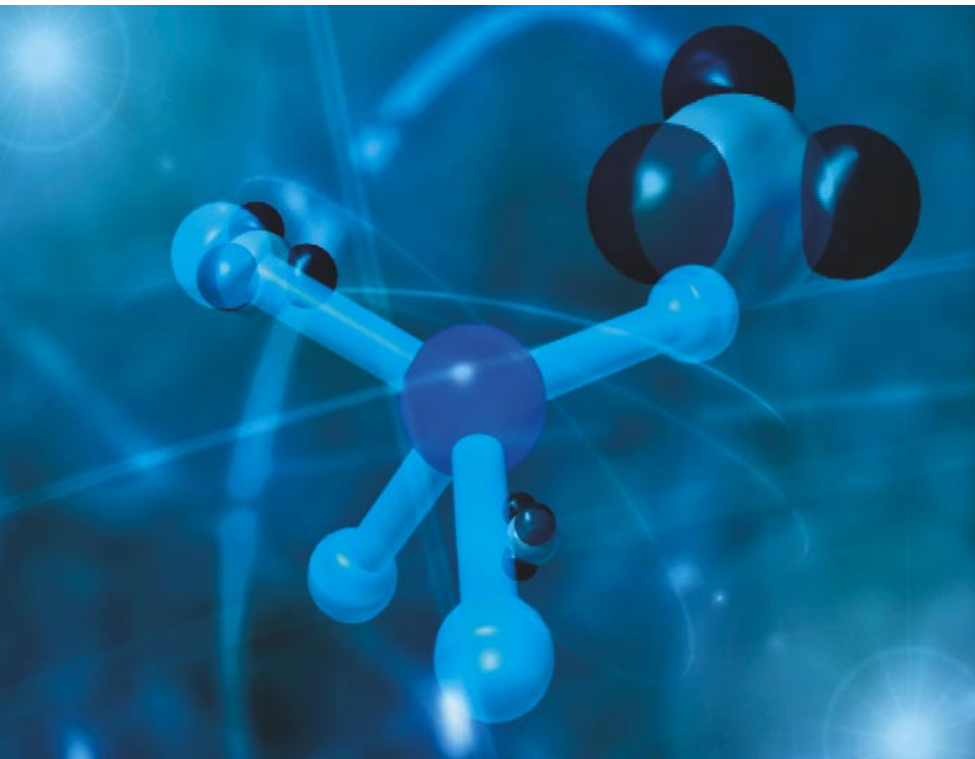
The competitiveness of the new HA handle applicator is further reinforced by the Flextron® automation system used by SMIPACK, which allows to easily and accurately control all machine functions: one of the outstanding features is the direct change of the operating parameters and monitoring of machine status in real time, in addition to the function to store up to 10 programs.

Precision, reliability and elevated yields are guaranteed by the innovative system of drawing the product and by the new motorised system to pick-up the labels, synchronised with the magazine of the same. The new HA handle applicators also have the following standard features: a system of automatic label centring and a reel mandril with pneumatic locking, motorised and controlled by an inverter.



Smilab

“Our thought creates the future”



■ In 2008, Smigroup set up the new SMILAB Technological Hub, the activity of which is divided into three sectors: “Research & Development Laboratory”, “Innovation Laboratory” and “Training Laboratory”. Through the SMILAB project, Smigroup reinforces its vocation to research and technological innovation, as founding principles of the economic, cultural and

social development of the company. Smigroup has been committed to research for twenty years and SMILAB is the consolidation of technological experiences and methods acquired over the years which, today, allow the company to head important research in its capacity as “main contractor”. Through the Research area, SMILAB participates in different European and

international projects.

The huge resources allocated by Smigroup to research and innovation have allowed SMILAB to achieve accreditation from the Lombardy Region as “Research and Technological Transfer Centre - CRTT”, with the possibility to supply “technological vouchers”.

■ The activities of SMILAB

The SMILAB Technological Hub is working on numerous research, innovation and training projects financed by national, European and International organisations, and it assists Universities and Companies with scientific and technological research, experimentation, development, technological transfer and staff training, defining new standards and

developing new processes and services.

The activity of the centre, which employs a staff of 50 between researchers and technicians, is coordinated by the Innovation Management group. Among its primary objectives is the design and manufacture of new concept installations, machinery and hi-tech systems, characterised by low energy consumption, elevated efficiency, ease of use and maintenance.

The profound changes in the production processes, made necessary by an increasingly integrated and global economy and by evermore-urgent social,

environmental and financial appeals, have stimulated new extremely original solutions, able to ensure high quality products at contained costs.

Today, SMILAB contributes to the development and evolution of products and services for industry with a high technological content and supports Smigroup and other organisations in their strategic choices of technical innovation, in the experimentation phase of prototypes, and in the introduction of new products and systems on the market.



■ Above all respect for the environment



The SMILAB laboratories occupy a surface of 4,000 m² in different premises.

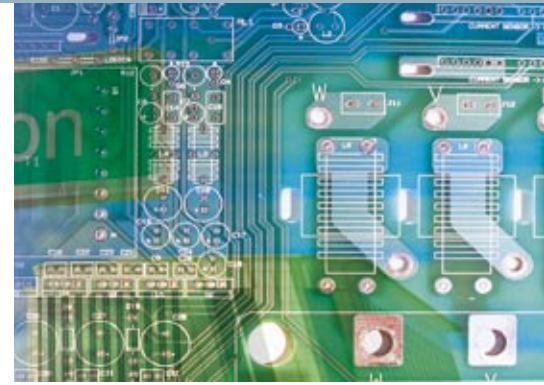
SMILAB is self-sufficient in terms of energy, having a 1 MW hydroelectric power station inside the property, which, powered by the River Brembo, supplies "green energy" to offices, production departments and laboratories.

The power station, managed by SMIENERGIA, will soon be enhanced to satisfy the energy needs of all Smigroup companies and to power the national distribution network.

By 2010 all the activities carried out at the SMILAB laboratories will be brought together into a new multi-functional centre.

The new project is based on a detailed study of the environmental issues and of the impact on the territory, centred on the binomial "Architecture and Environment".

The new SMILAB technological hub is the fruit of an attentive selection between numerous projects, which have considered, above all, the need to reduce to a minimum the environmental impact of the new complex.



Development Laboratory” is all-encompassing and articulated into multi-disciplinary projects: mechanics, electronics, mechatronics, physics, chemistry, engineering, ecology, statistics, economics, etc. The projects are not necessarily connected to the industrial sector of Smigroup and range over many fields and sectors. The SMILAB Technological Hub also manages “pilot” installations for inspecting new machinery, products, applications and processes.

■ **Research and Development laboratory**

For Smigroup, Research is a strategic activity in the conception of innovative products and services, able to efficiently satisfy the needs of a global market in continuous development.

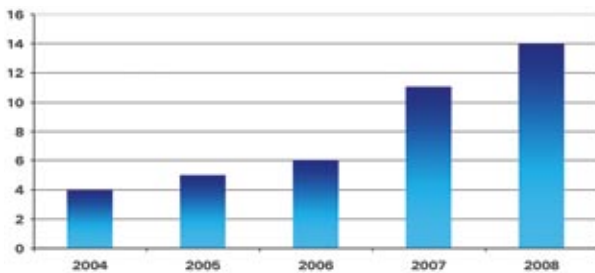
Each year the Smigroup companies invest 4% of their turnover in R & D activities, a figure which is well above the Italian average (1.5%) and also above the European average (3%).

The activity of the SMILAB “Research and

■ **Innovation Laboratory**

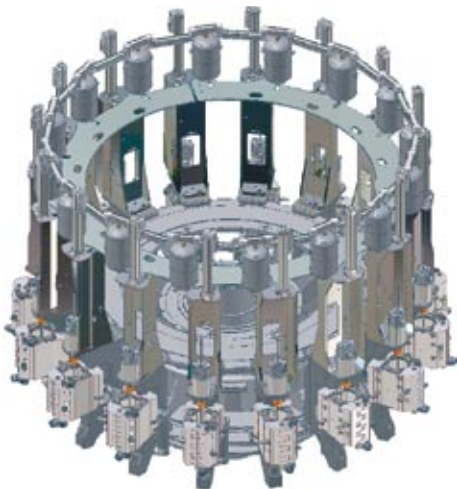
The SMILAB laboratories play a fundamental role in the process of industrial technological innovation and perform an intense research and development activity to improve the performances of machinery, installations and processes destined to production plants of different sectors. Particular attention has been dedicated to studying solutions which focus on energy saving, production efficiency and eco-compatibility of products and processes. SMILAB laboratories experiment with new materials, characterised by

R&D projects by year



greater lightness, resistance, workability, cost and ability to be recycled.

Among the innovative solutions, with a low impact on the environment, the new system to recover compressed air applied to machines for stretch blow-molding of containers in PET is of particular importance. The results in terms of energy saving and respect of the environment are considerable and motivate the choice at the basis of this fully eco-compatible innovation which reduces the consumption of compressed air by up to 40% and electricity by up to 20%. Within the context of projects geared to energy saving and to the reduction of the environmental impact, Smigroup has achieved important results thanks to the replacement of plastic components with steel parts recovered from processing scraps and thanks to the renewal of the company's motor vehicle fleet.

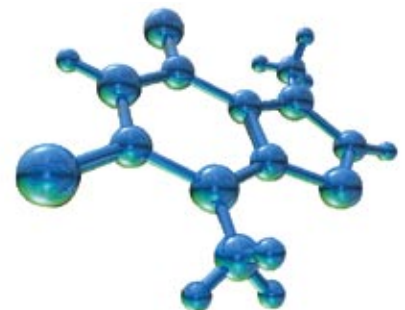


■ Training Laboratory

SMILAB wishes to be an "incubation" centre of ideas, projects, knowledge and intelligence. The sharing of experience and work methods translates into scientific, technical and cultural learning in continuous evolution, available to the community through a vast range of training programmes and "transfer of knowledge".

The "training laboratory" is a project dedicated to the activities of professional training and updating and of "the progress of knowledge", which is geared to the human resources within Smigroup and all external operators interested in growing and sharing their knowledge and training experience.

In the training activity, SMILAB avails of the contribution and partnerships of companies, entities and institutions both private and public, universities, research centres and other organisations that work locally, nationally and internationally. The "melting pot" generated by the exchange of ideas and experience is fertile ground for the individual and professional growth of each participant, who can continuously compare himself with other linguistic, ethnic, professional, socio-cultural realities.





■ Events - Conferences - Partnerships

SMILAB co-operates with Universities and Companies on scientific research and technological activities, experimentation, development of new processes and services, technological transfer and training of staff.

SMILAB is part of AIRI (Italian Association for Industrial Research), a member of the Promoter Committee of "Imprese per l'Innovazione"- (Businesses for Innovation) (nationwide initiative of Confindustria) and is part of NANOTEC.IT Italian Centre for Nanotechnologies.

The importance of this science of the future was reasserted during "Nanoday 2009" (Nanotechnology day 2009) organised by SMILAB, which took place on 2nd April 2009 at the Municipal Casino of San Pellegrino Terme (Bergamo). The event saw the participation of internationally acclaimed researchers and experts. Managers of private companies, students, public officials, teachers and exponents of the local community were involved in a fascinating journey through the targets achieved by nanotechnologies and in the future prospects of this promising science.

■ Smilab partners



WARRANT GROUP





SK automatic shrinkwrapper: speed and precision at top level



SMI automatic packers of the SK series achieve a maximum output speed of 360 ppm and allow to pack containers in heat-shrink film only, cardboard pad and/or tray + film, cardboard tray without film.

All models of the SK series are equipped with electronically driven brushless motors, which ensure precise and perfectly synchronized motions all along the packaging process.

SMI SK SERIES:
Precision at full speed.



> PET blow moulding machines > shrinkwrappers and tray packers > wrap-around casepackers > conveyor systems

Smigroup changes look

A new global image



■ At Drinktec 2009, Smigroup will present the global preview of its new logo. Smigroup has wanted to make the company logo more modern and dynamic to strengthen its identity, in the continuity of the values which have made it possible to achieve international success and growth. An unmistakable graphic symbol of new design will be the emblem of the numerous companies and divisions which make up the Smigroup world.

With the brand restyling, Smigroup wishes to point out the dynamism of its forward-looking company, which is well inserted in a context of innovation and evolution.

The new logo will be introduced progressively from September 2009 and will involve all the companies, divisions and foreign branches which are part of Smigroup.

Paolo Nava, Chairman and CEO of SMI, has stated: "This new graphic identity



completes the process of deep transformation which the organisation I head has experienced over recent years and it is the new emblem of a company increasingly aimed at innovation, quality and progress, which does not forget the principles and values which have steered its growth. For some time the moment has come to create a uniform image for all the Smigroup brands, to make the different product lines within a great common project more visible. A more modern "look" to identify the entire Smigroup structure".

■ A simpler, more dynamic brand



The principle elements of the new Smigroup company logo are three:

THE SHAPE - The easy and quick-to-recognise symbol, is a restyling of the "S" of SMI. The shape is dynamic and generates a circular movement, symbol of the energy which expands outwards from the inside. The rotation movement recalls on one side the concept of the rotational technology of the Smiform stretch blow-molders, while the enveloping movement of the two curves which meet to form the "S" bring to mind the concept of "packaging" and so of "protection".

THE COLOUR - The brand is personalised by an orange tip: a colour synonymous with freshness and innovation for its ability to "reawaken" the mind. Smigroup has wished to maintain this colour, which was already present in the previous logo.

THE CHARACTER - The round shapes recover that of the preceding lettering, but the simpler and more compact style improves its legibility. Smigroup, though belonging to the engineering sector has chosen to maintain round shapes (synonymous with flexibility and dynamism), which tend to "lighten" a brand which, traditionally, the sector would want with more squared shapes.

■ The evolution of the SMI brand



1987 - SMI is set up (acronym for "Sistemi Macchine Impianti" - ("Systems Machines Installations"). The first logotype has the typical square forms of the engineering sector and uses colours of great impact.



2000 - For the first time a "group" brand is used to identify the different companies controlled by SMI. This new logo is inspired by the taste of the period with more modern round shapes. The dark blue colour is introduced to create harmony with the other more vibrant colours.

Smigroup

and sustainable development



■ Smigroup promotes economic development through social equity and respect for the environment: values which are part of a business programme in continuous evolution based on the 10 Principles of the “United Nations Global Compact”. Launched at the UN headquarters in New York on 26th July 2000, the Global Compact is an international pact which aspires to

promote a citizenship of responsible companies, so that the business world can contribute to finding effective solutions to combat the challenges of globalisation. The number of companies adhering from over 120 countries stands at 5,600. Smigroup collaborates to achieve the objectives of this organisation, which foresees a more sustainable global economy and which

shares, supports, promotes and integrates in its daily activities the ten principles relating to:

- > Defence of human rights
- > Guarantee of work standards
- > Protection of the environment
- > Battle against corruption

These principles are universally recognised and protected as they are ratified by the following declarations:

- > Universal Declaration on Human rights
 - > ILO declaration on the Principles and Fundamental Rights of Employment
 - > Rio Declaration on Environment and Development
 - > United Nations declaration against corruption.
- Smigroup is also socially

active, through its assiduous participation in initiatives of solidarity in the no-profit sector.

To confirm this strong sensitivity, Smigroup has financially supported a number of worthy local initiatives for many years:

> "Pollicino Onlus" association, which is involved in the wellbeing of disabled children, teenagers and adults resident in Val Brembana and provision of free assistance to their families.

> "Non solo ogni Onlus" association to support the elderly and the disabled.

In an economic scenario characterised by

increasingly accentuated competition, Smigroup has maintained its principles and values firm: work ethics, social solidarity, sustainable development, respect for the environment and protection of human rights. To be socially responsible has a precise meaning to Smigroup: to go beyond complying with legal obligations, investing more in human capital, in the environment and in relations with business partners. In this way social and ecological appeals become an integral part of the daily "modus operandi" of the company.



Training:

Projects to help the territory



■ In an economic scenario where competition is increasingly accentuated, the Country system and territory of reference are crucial factors for enhancing the entrepreneurial ability which leads to success on the international market. The dynamism of Smigroup has always been rooted in the principle of "culture of development" which has found fertile ground for growth and progress in the

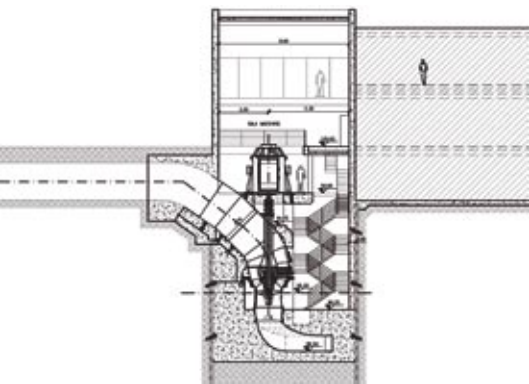
Bergamo area. The strong "attachment" to the places and human resources offered by Val Brembana has been awarded over the years by increasingly favourable results, thanks also to the development of a profitable collaboration with the technical training institutes of the area. Today, Smigroup is an industrial reality of unquestionable value for the Val Brembana community and, more

generally, for the Bergamo area.

Smigroup is particularly sensitive to social themes and works in the community supporting important projects. For example, in early 2009, Smigroup donated the Secondary schools of San Pellegrino Terme (Bergmo) a multimedia room with 14 PC stations, with latest generation equipment, to speed up and improve the

learning of students.

The support provided to the local community by Smigroup also manifests itself through environmental programmes geared to protection of the territory. These fall within the activity of the SMIENERGIA company which, within Smigroup, manages a 1MW hydroelectric power station powered by the water of the River Bremba to supply "green energy" to departments, offices and laboratories.



■ The "School-Work Switching" project

The centrality of training is an indispensable principle of the Smigroup business "mission".

It is what ensures future development and "progress of knowledge".

From this has come the idea to bring the world of work and business closer together, by giving secondary school students the opportunity to understand how a complex business organisation is operated and managed from the inside.

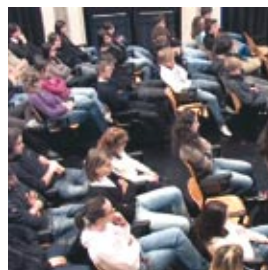
The co-operation with different technical and scientific secondary schools of the Bergamo province has resulted in the creation of the "School-Work Switching" project.

The programme includes an experimental co-operative journey of a few months between school and company in which students are actively involved in the various phases of the Smigroup business activities.

The first edition of the project has involved 30 fifth-year students of the accounting, surveyor and scientific school of the ISIS "David Maria Turolfo" institute in Zogno (Bergamo).

The journey pursued by the students of the ISIS institute, entitled "Innovation": a new SMI product designed and created together" has involved numerous departments of the company, including the sales-marketing area, mechanical and electrical design, production planning, after-sales assistance, administrative accounting.

The project has met with resounding success among participating students, who have also been able to experiment the direct work-experience through internships at the offices and production departments of Smigroup.



Exhibitions:

a year of innovations



■ Innovations, trends, novelties of the market and future prospects have been the key issues which have characterised the trade fairs and conferences in which Smigroup has participated over recent months.

EMBALLAGE 2008 in Paris was the occasion for over 101,730 international operators to discover the latest trends in terms of

equipment and packaging. Visitors at the Smigroup stand showed great interest in the machine on show, a WP 450 wrap-around casepacker, equipped with PID device (Partition Inserting Device) to insert "stretched board" pre-assembled partitions between bottles.

This is a system that protects particularly delicate containers (such as glass bottles) from damage

or breakage and preserves labels from possible abrasions.

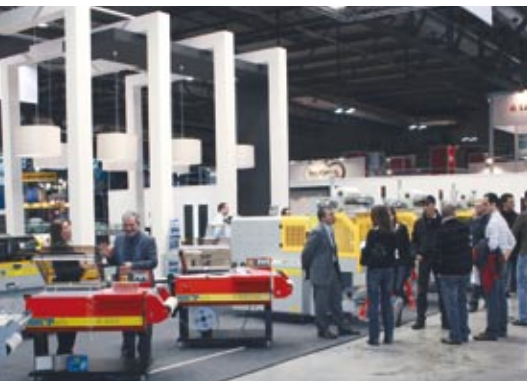
At the IPACK-IMA 2009 international fair in Milan, 54,000 Italian and foreign visitors were able to see the LSK 35 T shrinkwrapper on show at the Smigroup stand.

This machine can package different types of products in film only, cardboard pad + film, cardboard tray, cardboard tray + film.

The LKS series currently includes 6 models with in-line infeed conveyor and 6 models with 90° infeed conveyor to satisfy every specific request of the customer.

The international vocation which has always distinguished Smigroup has been reconfirmed through its constant presence at key trade fairs of the sector; for example, UPAKOVKA/UPAK ITALIA in Moscow and PACK UKRAINA in Kiev met with all expectations, attracting a qualified public which has once again shown its interest in the technology and added services offered by Smigroup.

Just as important was the presence of Smigroup at HISPACK 2009 in Spain, where the company presented its WP 350 wrap-around casepacker.



Over the last year North African countries have shown a growing interest in the rotary stretch blow-moulders and the secondary packaging machines offered by Smigroup.

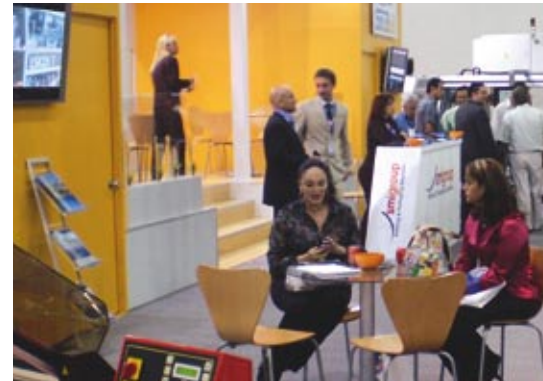
These are factors, which have been crucial in the choice to be present at the DJAZAGRO 2009 fair in Algeria, which met with the great interest of the numerous visitors, primarily from the food (fruit and vegetables, milk and cheese products, jams, sauces etc.) and beverage sector.

Numerous operators of the food & beverage sector, both Iranian and foreign, also took part in the most important trade fair event IRAN FOOD AND BEV TEC, showing great interest in the technological solutions developed by Smigroup, both in the field of stretch blow-moulding and secondary packaging.

In Latin and Central America Smigroup has renewed its presence at FISPAL 2009, an event in San Paolo of Brazil, and at PACK EXPO in Mexico City.

On the occasion of Fispal, an LSK 35 F shrinkwrapper was presented to package any type of product in film only, while at Pack Expo 2009 Smigroup showed an LSK 35 P shrinkwrapper to package products in pad + film and film only.

At the 2009 edition, Brazil and Mexico also showed the dynamism and potential of



these two large markets.

To respond to the growing requests of the Asian economy, in 2009 Smigroup has again decided to be present at the PROPAK ASIA fair, in Thailand, where the numerous visitors were able to see the LSK 35 F shrinkwrapper close-up.

Preview Drinktec 2009



The best technology and innovations for the beverage and liquid food industry will be on show in Munich, in the twelve pavilions of Drinktec 2009, which will extend over an exhibition area of 132,000 m².

Drinktec is the largest worldwide showcase of the most advanced technologies for production, bottling, packaging and distribution of beverage and liquid foods of every kind, including ingredients and raw materials.

Close to 1,500 exhibitors from sixty countries will meet operators of the sector from 14th to 19th September 2009 at the New Fair Centre of Munich.

The pavilions will present the years of research and development of the companies, which choose Drinktec as the platform to launch new ideas

and innovative products.

The areas of the fair coincide with the needs of the different categories of customers and vice-versa.

Analysis of the visitors, based on the preceding edition in 2005, shows that close to two thirds work within the beverage industry.

The percentage of visitors from the milk sector and its liquid by-products which numbered 7% of total visitors at the last edition has risen. 6% of the operators belong to the wine, sparkling wine and spirits sectors.

4% work in beverage retailing, 6% in the services and advertising sector.

The representatives of schools, universities and governing bodies represent 3% of the total number of visitors to Drinktec.

This event is considered a "meeting at the top" of the sector.

All manufacturers of the sector arrange to meet during these six days to mingle with the key producers and retailers of beverages and liquid foods, who decide their investments for the following years.

Drinktec is

- The key international fair dedicated to technology for beverages and liquid foods... a showcase to launch innovations
- the only fair which covers the entire production chain, also offering system solutions
- the place in which to see live demonstrations on machines and installations in operation
- a specialised fair for emerging markets and an ideal place to meet new customers.



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