

■ Bela Ischia ■ Cott ■ Bonafont
■ Ecuador Bottling Co. ■ Cisowianka

smi now

Magazine 2010 04





TEMPO Silent Box

Soundproof cabin of compression lines
for PET bottles



- 75 dB(A) @ 1 mt in any direction
- Built-in electrical cabinet
- Complete accessibility for full maintenance
- In-out silenced air fan
- Easy and quick installation
- Available also for SIAD MI compressors already installed

Visit our web-site to find out
all our Services and Customer
Connection

www.siadmi.com

SIAD MACCHINE
IMPIANTI



“Eco-friendly”
solutions for a
changing
market ”

smi now

Editorial

There's no doubt that people and company sensitivity over the environment and eco-compatible solutions is really growing fast. Solutions needing ongoing innovative technological development.

In 2009, the SMIGroup concentrated all efforts on creating new products with two predominant features: energy saving and advanced technology. The entire group has been concentrating on creating machines and plants with reduced environmental impact, effectively responding to the new requests coming from a continually evolving market. SMIGroup has always been careful over operating flexibility, safety and ease of use, the quality/price ratio. In recent months, our Research and Innovation Centre, SMILAB, has launched several development projects focussed on innovative technological solutions to reduce the energy consumption of machines and systems and increase production efficiency and flexible operations.

Faced with a rise in the price of energy sources, our customers are asking us for machinery that consumes less, respects the environment and does not lose its initial investment value. SMI has recently responded to those requests with some innovative solutions like a new methane gas-powered thermo-retraction tunnel. An "eco-friendly" solution from all points of view as the economic and environmental advantages of methane over oil are innumerable and respond perfectly to those eco-compatible and energy saving principles, especially in countries where the price of methane gas is much more advantageous than fossil fuels.

Product and process innovation will be playing a fundamental role in the growth of manufacturing companies, effectively becoming that divider between who will go on growing and who, sadly, will be slowly emarginated by the market. For years now, SMIGroup has placed research and development at the core of all its activities and has adequately equipped itself to be ready to face those future market challenges.

Paolo Nava,
President & CEO
SMI S.p.A.

Published by:

SMI S.p.A.

Marketing Dept.

Via Piazzalunga, 30

24015 San Giovanni Bianco (BG)

ITALY

Tel.: +39 0345 40111

Fax: +39 0345 40209

info@smigroup.it

www.smigroup.it

Contributors to this issue:

Bela Ischia - Cott - Bonafont

- Ecuador Bottling Co. - Cisowianka

Printed in 13.000 paper copies

Available in:

Italian, English, French, Spanish,

Portuguese, Russian and Chinese.

Product pictures in this issue are shown
for reference only.

in this issue

INSTALLATION

- 6.** Brazil: Bela Ischia
- 14.** Ecuador: ECB Ecuador Bottling Co.
- 20.** Mexico: Danone Bonafont
- 28.** USA: Cott Beverages
- 38.** Poland: Cisowianka

INNOVATION

- 44.** APS palletizers: the new solution by SMI for the end-of-line logistics
- 50.** "Eco-friendly" heat-shrinking: the new Smiflexi's gas-heated tunnel is born.
- 52.** New LWP 25: high technology for "low speed" operations
- 56.** Smipack: new FP 6000 & FP 6000 CS automatic L-sealers
- 59.** Smipack's HA series automatic handle applicators: new models for 25, 40, 60 e 80 ppm outputs

INFORMATION

- 60.** Smipass: SMI phone aid changes
- 62.** 2010 exhibitions: next appointments.

smi NOW

Magazine 2010 04

...high-flying

SMI reaches the goal of 4000 packers installed all over the world

FOCUS ON THE AMERICAN CONTINENT

NORTHERN AMERICA

149 MACHINES

CENTRAL AMERICA

218 MACHINES

SOUTHERN AMERICA

236 MACHINES



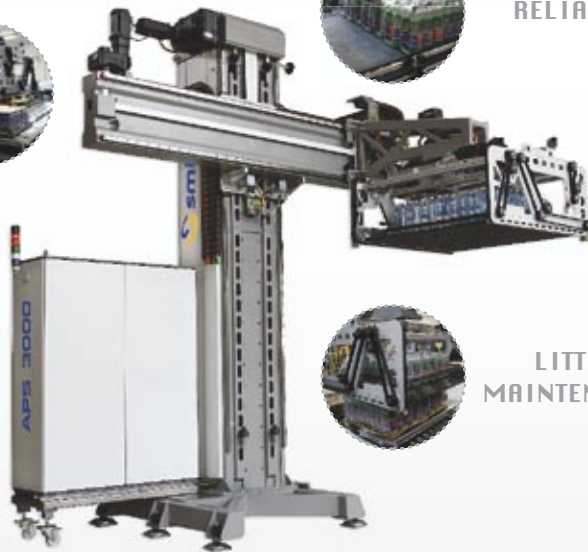
SWIFT AND
PRECISE
MOVEMENTS



ROBUSTNESS AND
RELIABILITY



APS 3000
For outputs
up to 300
layers/hour



LITTLE
MAINTENANCE



LOW OPERATING
COSTS



>> **PAG.44**



SMIPASS

Smipass is an innovative assistance platform allowing SMI customers to benefit from an efficiently and quickly delivered on-line technical support.

>> **PAG.60**

Bela Ischia.



FRUIT JUICES SECTOR

Bela Ischia

Bela Ischia Group
Astolfo Dutra, MG, Brazil
» stretch-blow molder
SMIFORM SR 6
» air conveyor belts
SMILINE



■ Brazil: a global giant in the fruit juice market

Brazil is one of the biggest countries in the world and stands out for the immensity and plurality of its climatic, environmental, socio-economic and demographic factors. Brazil is one of the emerging economies, in transit between a mainly agricultural past and an increasingly industrialised future. Agriculture is still important contributing to both internal demand and exports.

It is easy to find, especially to the South of the country, fruit farms managed by entrepreneurs of Italian origin descending from end of the 19th century immigrants looking for fortune in these lands. Leaving with the promise of large expanses of farmable land, they found a Southern Brazil that had already been colonised by the Germans and French. The Italians were just left with woody, inaccessible land which they had to clear and make productive, developing entrepreneurial skills that soon led them to a key role in Brazil's farming economy.



Bela Ischia:

from origins till now



■ Bela Ischia's success in recent years proves how much the Italian entrepreneurial spirit has grown in Brazil. Bela Ischia origins are from the island of Ischia near Naples. The name "Ischia (pronounced Isquia) " was chosen to honour the island the founder, Giuseppe Di Iorio, father-in-law of the present President, Marcelino Tilli, came from. The latter manages the company in partnership with Michele Di Iorio, the founder's son. Moved by an ongoing social commitment and solidly anchored to the principles of "dedication, honesty and responsibility", Bela Ischia managers have known how

to grasp all opportunities offered by the environment and offer consumers natural, healthy products. Analysing requests and tendencies from a market with a growing consumption of healthy products like fruit juices, Bela Ischia decided to invest and buy a Smiform 6 cavity, rotary stretch-blow molder, model SR 6 to create 0.5 and 1 Lt PET bottles. This is the Bela Ischia plant's first stretch-blow molder as the company



used to buy blown bottles from external suppliers directly. The decision to buy their own plant responds to a need for greater operating flexibility and production efficiency.



Juices, what passion!

Higher and higher consumption of fruit “in bottle”

■ Fruit juices have become an important reference point for daily feeding habits.

Their growing consumption has pushed Bela Ischia to investing and purchasing a Smiform 6 cavity, rotary stretch-blow molder to produce PET bottles directly; they used to buy them from third parties.

The Astolfo Dutra plant, in the State of Minas Gerais, recently installed the stretch-blow model SR 6, supplied by SMI, along with

the air belt to transport empty bottles.

At first the machine will be used to blow 0.5 and 1 litre PET bottles for the line bottling different types of fruit juice produced by the Brazilian company; juices that stand out for their high quality standards.

Bela Ischia has also earned consumer loyalty by knowledgeably combining advanced technologies with traditional production methods refined in over forty years activity.

The installation of the new Smiform stretch-blow molder is part of a blowing cost optimisation project and to increase production efficiency.

Following the strong fruit juice consumption growth registered in recent years in Brazil, and foreseeing further production growth over the next few years, Bela Ischia management decided to invest in installing a new plant able to provide greater production flexibility and sure economic advantages.

The Smiform SR 6 stretch-blow molder, like all SR models,





mounts the innovative Air Recovery System (ARS) series, allowing considerable reduction in energy costs and savings of up to 40% in the consumption of compressed air; thanks to this system, a part of the blowing circuit air (40 bar) is recovered and recycled, and used to power the pre-blowing circuit (4-16 bar) and machine service.

This air, if not used in the pre-blowing and service circuit, can be used to power a low pressure line serving external machine users.

ARS is basically made up of two discharge valves mounted on a single stretch-blow molder station: the first lets air into the recovery plant tank while the second discharges air that cannot be recycled.

Pre-blowing circuit operating pressure is controlled by an electronic regulator, while the service circuit one is regulated by manual adaptors.

This innovative system, supplied with all SMI stretch-blow molders, increases plant value in energy savings and eco-compatibility terms.

▪ The most suitable fruit variety for each environment

Brazil is now one of the top three global fruit production giants with an annual volume of 41 million tons.

Brazil offers a great variety of environments and climatic conditions: just think of the tropical Amazon forest area, the hot, dry areas in the north east, right down to the southern regions where temperatures can drop right to almost zero.

Brazil's wide territorial expanse, its geographical position and climate variety are the ideal context for producing various types of fruit (tropical, sub-tropical and typical of temperate areas) all year round.

Most of this exceptional fruit production is used to produce fruit juices and other typical Brazilian drinks.

Most tourists know and appreciate the alcoholic drinks based on "casasha" (a liquor obtained through distilling cane sugar), but only know the large variety of Brazilian fruit juices to a minimum extent as well as their therapeutic properties which can help treat certain illnesses.

In most cases, we are talking about fruit that has never been seen on European tables,

or widespread products such as pineapple, bananas, cashew nuts, passion fruit, melons, grapes, apples, nuts etc. A great variety of tropical fruit grows in the Amazon region like bacuri, cupuassu, jenipapo, mangaba and tapereba. The most famous products are: Carambola, Guaranà, Goiaba, Maracuja, Jacca.



Curiosity:

some fruit and its therapeutic properties



■ **AGUA DE COCO:** is the typical Brazilian beverage par excellence. Spending just a few euro cents you can sip the coconut water from the fruit directly, making a small hole in it and using a common plastic straw. Brazilian coconut is green and can contain up to one litre of liquid. Supermarkets and pharmacies sell "agua de coco" in packs like those used for fruit juices in Europe. At therapeutic level, it is attributed curative properties for intestinal

infections and other problems.

ABACAXI: the juice comes from pineapple and has a high vitamin A and B6 content. It helps digestion and is useful against arthritis and throat infections.

ACEROLA: an excellent source of vitamin C. Useful against tiredness, irritability and liver problems.

CAJA: strengthens your immune defences, protects

the skin and mucosa, contains phosphorous, iron and vitamin A.

CAJU: strengthens your immune defences and is indicated for those with rheumatic pains. Rich in vitamin C. Indicated for diabetics. It can decrease the glucose in urine and excessive sweating.

GOIABA: source of vitamin C, A and PP. It fights diarrhoea, allergies, haemorrhages and strengthens bones and teeth. Helps in the healing of wounds and burns. It is also said to have anti-tumour properties.

GRAVIOLA: anti-rheumatic and anti-inflammatory. High content of vitamin B1, B2, calcium and phosphorous.

JENIPAPO: indicated for those suffering from anaemia. Rich in iron, calcium and phosphorous.

MAMAO: is said to have laxative, diuretic, digestive and emollient properties.

MANGA: is one of the most widespread fruits in Brazil. Rich in vitamin A and B. Indicated for bronchitis and purifying blood. Favours diuresis and eliminates catarrh.



▪ SMI do Brasil Ltda

SMI Do Brasil Ltda, in Osasco (Sao Paulo), is the Smigroup branch opened in 1998 for a ready, effective response to the growing needs of the numerous Brazilian customers.



SMI do Brasil offices and warehouse are in a modern building in the Parque Industrial Anhanguera, one of the city's main industrial districts, near the main communication routes.

Local, highly specialised staff guarantee a quality commercial and technical service, managing customer plant installation and maintenance requests fast.

Supply of spare parts from the SMI do Brasil warehouse also enables it to optimise delivery times and reduce transport costs.

Staff professionalism and availability in the Smigroup Brazilian branch is definitely one of the factors behind the excellent results achieved in Brazil.

With circa 250 machines installed in South America, of which ninety odd in Brazil alone, SMI do Brasil, carries out a fundamental assistance service role for the entire area.

MANGABA: strengthens the immune system and favours skin elasticity preventing wrinkles.

MARACUJA: indicated for those suffering from insomnia and stress. Has a high fibre content and is said to have anti-tumour properties.

MORANGO: facilitates digestion, stimulates the liver, fights joint rheumatism, rich in vitamin C.

PITANGA: said to have digestive properties and strengthens bones.

TAMARINDO: said to have curative properties against diarrhoea, fever, gastric problems, congestion, and inflammations. Contains calcium, phosphorous, iron vitamins A, B and C.



THE CUSTOMER'S OPINION - Interview with Marcelino Tilli, President and General Manager of Bela Ischia



From left to right: Tiago Higa and Roberto Cavagnis, SMI do Brasil Sales Area Manager, meet Marcelino Tilli, President of Bela Ischia, and his son Rodrigo Tilli.

Bela Ischia is an important entrepreneurial reality in Brazil. What is the key to your success?

“Ever since my father-in-law, Giuseppe Di Iorio, started up this activity we have always aimed at the growth of an entrepreneurial reality based on values like “dedication, honesty and responsibility. At first, the company commercialised fresh fruit for the Rio De Janeiro market, and in just a few years became fruit imports market leader. Our dedication to this sector was the decisive factor

when, in 1996, we decided to produce juices with that “authentic fruit taste”. Nowadays, we are still searching for technological innovations to improve our production method, aimed at excelling in product quality, without forgetting social development and respect for the environment we live in. In fact, Bela Ischia belongs to the “Francisca de Souza Peixoto” Institute, which promotes, with many other local companies, activities and initiatives to develop education, culture, health, sport and citizenship projects.

For this purpose, Bela Ischia is a partner of the “Bola Cheia” project, a program involving youngsters and adolescents in the town of Cataguases and surrounding region; the program wants to valorise and develop their sports talent in football. Thanks to this project, the youngsters can improve their technical abilities in this sport while



improving themselves in all aspects fundamental for individual growth: respecting others, looking after the environment, self esteem, etc...”

How important is the fruit juice market in Brazil today? What are the tendencies?

“Brazilian consumers are continually on the lookout for natural, healthy products. In recent years we have been seeing growing consumption of fruit juice based drinks. Then analysing the historical fruit juice consumption flows of the Brazilian market and considering future prospects, we feel we are facing an irreversible trend in the choice of really healthy products.”

What are the main reasons for the Bela Ischia investment in the Smiform SR 6 stretch-blow molder?

“Till now Bela Ischia has always turned to external suppliers to buy blown PET bottles. Considering how production is growing, it has become a priority for



How important is it for Bela Ischia that SMI be present in Brazil with a branch and local technical assistance and spares parts staff?

“For any company, having assistance and parts on hand are key factors when choosing suppliers. With SMI, we know we can count on local staff who listen to us and understand our needs better than anyone else as they speak the same language and share the same culture. A fundamental element, creating security, as it gives us immediate assistance “in loco” from specialised technicians trained in the SMI offices in Italy.”

us to consider innovative solutions for ample operations flexibility and production processes at the best possible costs. That's why we decided to invest and purchase the SR6 rotary stretch-blow molder, to produce the PET bottles to be filled with different fruit juices directly. As this is the first stretch-blow molder plant installed in our production line, we chose machinery offering a high technological performance, reduced operating and maintenance costs and exceptional flexibility in creating different sized and shaped plastic containers.”

What criteria do you apply to choose your suppliers?

“When we need to invest and purchase new machinery, we have to consider serious, reliable companies satisfying all our expectations. Bela Ischia has to be able to satisfy its consumers and, faced by ongoing market changes, we work to get the best fruit selection, have highly specialised staff, use modern machinery and well-equipped research labs. During the decision-making process to buy the new stretch-blow molder, we reached the conclusion that SMI was our ideal partner. Then after further contact during the Fispal trade fair in San Paolo last June 2009, we were sure that the decision to install the Smiform SR6 stretch-blow molder was the best possible choice.”





Ecuador Bottling Company.



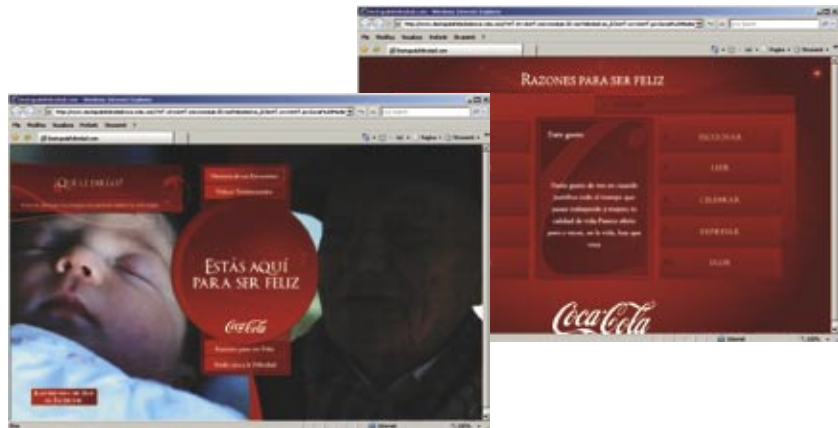
WATER & CSD SECTOR
Ecuador Bottling Company
 Coca-Cola Group
 Quito, Ecuador
 >> shrinkwrapper
 SMIFLEXI SK 802 F
 >> shrinkwrapper
 SMIFLEXI SK 800 F
 >> shrinkwrapper
 SMIFLEXI SK 602 F
 >> conveyor belts

■ Let's go for the positive side of life! Go for the "Coca-Cola" side of life!

In Ecuador there's a close binomial between CSD and Coca-Cola. When talking of "carbonated soft drinks" you are commonly referring to drinks based on cola seeing how popular the "Coca-Cola" brand is. A real "happiness anthem", the one staged by "Living positively", the short Coca-Cola film in the Ecuador Bottling Company website (the official Coca-Cola bottling company in the South American country, with exclusivity). The company website takes visitors on a compelling trip with just

one destination: happiness. The main travellers on this trip are a newborn baby and a gentleman aged 102 who meet. A "happiness of life" meeting where everyone can let their imagination take the upper hand while imagining what the old man tells the baby. An ideal "change of power" between different generations which EBC has been following close-up since 1999, year in which the authorised Coca Cola bottlers in Ecuador merged and put an end to productive fragmentation that had been going on since 1940. This union between the different companies favoured Coca-Cola

market growth in the Country, contributing to the economic well-being of over 3800 people employed in the production plants of Quito, Guayaquil and Santo Domingo at present. Care over human resources and technological innovation is what ECB's success is based on: In just a short period of time it has become Ecuadorian leader in the beverage sector and is now growing rapidly in the bottled water, isotonic drinks and fruit juice sectors.



EBC: diversifying... innovating

- EBC has been diversifying for some time now. The beverage sector is continually evolving. That was why it was fundamental to organise maximum flexibility for the continual consumer taste changes (not just CSD, but also water, fruit juices etc). To achieve these goals, ECB has made considerable production line investments. The Quito and Guayaquil plants have recently been really renovated. Two SMI high-speed shrinkwrappers of the Smiflexi SK series and

relative Smiline conveyor belts have been installed in the Quito PET lines, to handle both packed and bulk bottles. A thermo-retractable film packer, model SK602F, has been installed on the 36000 bottles/hour line to film-pack 0.25 / 0.40 and 0.5 litre PET bottles in the 4x3 size, and 0.625 and 1.5 litre bottles in the 3x2 size.



The double track shrinkwrapper Smiflexi SK602F is also dedicated to packaging various sized PET bottles. 0.25 / 0.35 and 0.4 litre bottles are packed in 6x4 size just film and 4x3 just film in double track, while 0.5 / 1.25 and 2 litre bottles are packed in 3x2 just film double track. A Smiflexi SK 802F shrinkwrapper has been installed in the Guayaquil plant for just film double track processes. PET 0.25 and 0.45 litre bottles are packed in size 4x3 double track, while 0.5 / 0.6 / 1.35 / 2.5 and 3 litre bottles are grouped in size 3x2 just film.

ECB needed to pack a wide range of products of different sizes. For that reason, when they had to choose a secondary packaging machine supplier, EBC had no doubts over relying on SMI experience and the reliability of the Italian company's plants.

Thanks to the excellent results had with the first shrinkwrapper bought in 1996, the Ecuadorian company decided to uniform production systems as much as possible to benefit from considerable machine maintenance and staff training advantages.



Coca-Cola

and sustainable growth



■ Coca-Cola brands are universally appreciated for their quality. This led to a need to achieve excellence to match company growth and respect the environment. Sustainable growth comes with the same spirit of innovation making the company stand out when studying improved beverages for their customers. This commitment became concrete with creation of an environmental management system called “eKOsysteem” foreseeing more restrictive standards, corrective actions and procedures suited to specific Coca-Cola

activities within the company’s quality management system. Thus the Coca-Cola Company started strategic initiatives over managing water resources, sustainable packaging, managing energy and protecting the climate. Said initiatives led, on May 8 2009 in Washington, to the twenty-fifth annual gold medal for international company sustainable growth successes assigned by the World Environment Center, WEC. The Coca-Cola project motto, “return a quantity of water equal to what the company uses to produce all the beverages in its portfolio to nature and the



community”, was mentioned by the international independent jury as an exceptional demonstration of environmental sustainability leadership.

Packaging also plays a fundamental role in the Coca-Cola system as it is how products reach consumers, maintaining beverage characteristics while fully complying with quality and safety standards. The study of packaging’s life cycle and ongoing research into solutions to minimise impact on nature has played a fundamental role. For years now, The Coca Cola Company has been working alongside its suppliers to progressively diminish the weight of packaging using, where possible, recycled material. The Coca Cola Company also uses modern technology bottling lines to improve energy production process efficiency and minimise consumption and costs.

▪ THE CUSTOMER'S OPINION - Interview with Diego Yáñez Eguez, General Manager of Ecuador Bottling Company Corp.



Quito: *the capital city of Ecuador lies at 2850 m above sea level in a scenery of peerless beauty in the middle of the Andes mountains.*

EBC is an important entrepreneurial reality for Ecuador and all Latin America. Could you describe the main factors behind your extraordinary growth?

"In recent years, EBC has concentrated on three basic company activity aspects. First of all, our employees, the company's main resource. For this reason, we select staff carefully which means we can employ the best sector professionals available for each company area. At the same time, we pay great attention to another company pillar, our consumers, and the very

reason for EBC's existence. Our main goal is to offer customers a wide range of high quality products to satisfy their specific and multiple needs. Our offer (products, brands, prices) has evolved based on this principle. The third pillar of our organisation can be called "operating discipline", also the key to company management success. Without adequate discipline, business cannot progress; so each company organisation level must concentrate on fast, precise execution of orders and process efficiency."

EBC is leader in the CSD market. What future do you see for this market segment in Ecuador? How is EBC living the global economic crisis?

"The "beverage" sector is evolving and that's why we have to keep pace with change and face economic ups and downs flexibly. Otherwise companies risk fossilization and then disappear. EBC produces soft drinks and our "vision" is ongoing, sustainable growth."

What factors made you invest in new high speed production lines for the Quito and Guayaquil plants?

"The Quito and Guayaquil investments were made to sustain challenges from main market trends and evolving demand. To satisfy end users and adapt to the continual environmental and sector changes we had to invest in technologically advanced plants to keep pace with all the new market requests. For those reasons we decided to install the SMI thermo-retractable film packaging machines Smiflexi SK 800 F and SK 602F in Quito, a shrink wrapper, model SK 802F, in Guayaquil."

What are the main factors that EBC takes into consideration when choosing its suppliers?

"The main factors considered during the supplier selection process are the company's professional reliability, the high technological content of machines offered, long term supplier commitment for assistance and spare parts and the overall level of the service offered. The "just business" concept does not fit into our company policy. We create a deep collaboration relationship with each supplier which has to last. That is why we have established intense relationships with



several machine manufacturers operating globally, offering us maximum reliability.”

Collaboration with SMI started in 1996 when the first thermo-retractable film packaging machine was installed in an EBC production plant. What role does this partnership with SMI play in the success of your products?

“Thanks to this long collaboration with the Italian company, we can say that machines and systems supplied by SMI are extremely reliable with first class production efficiency. Within our packaging plants we try, as much as we can, to standardise all systems to get the best staff training, maintenance and spare parts management results. That’s why we decided to only install packaging machines produced by SMI on all our plants’ production lines.”

How important is innovation in your company’s evolution?

“Technological innovation is an essential part of all the EBC production areas. Our company has always been oriented towards searching for the best strategies to increase our market share and respond promptly and effectively to present and future customer needs.”


What are the main challenges the CSD industry has to face? What are ECB’s future projects?


“Carbonated soft drinks industries will have to face growing competition between sector operators and adopt product diversification strategies based on market demand. The main challenge for EBC is, and will be, maintaining its leadership position in CSD production in Ecuador, together with our partner The Coca-Cola Company. EBC maintains its leadership thanks to continual investments in technologically innovative production plants and product range diversification. We try to be present in different sectors so consumers can always find a high quality alternative.”

▪ The Coca-Cola Company and the “global & local foundation”

The Coca-Cola Company’s “global foundation”, along with another 18 local and regional foundations, assures company improvement and well-being. There is close collaboration with various communities and government and private organisations to develop and sustain important projects for the communities themselves. That is behind the creation, in July 2000, of “The Coca Cola Foundation of Ecuador” as an integral part of the company’s corporate social responsibility. The foundation’s main goal is to promote and encourage Ecuador’s cultural, economic and social growth by supporting specific programs.





WATER & CSD SECTOR
Bonafont
Danone Group
Toluca, Mexico
>> stretch-blow molder 
SMIFORM SR 14

■ Bonafont was created in 1992 based on a Mexican investor project to develop the bottled water market. From the very start, the new company had to install advanced machinery and equipment on its Toluca production plant as the packaging process must follow rigid criteria to safeguard spring water characteristics. For these reasons, Bonafont turned to the main “beverage” sector machine manufacturers to choose packaging solutions guaranteeing packaged product integrity, high performance levels

and maximum production efficiency. Since 1996, SMI has been playing an important role in the world panorama of secondary packaging machines and rotary stretch-blow molders producing PET/PP containers. More than 10 Smiflexi packaging machines are installed in the Bonafont plants for secondary packaging, along with ample Smiline conveyors belt areas to handle the product on the

■ The Mexican bottled water market

Mexico is the second biggest consumer of bottled water in the world, after the USA (source: Beverage Marketing Corporation), with an annual consumption of circa 25 billion litres.

Bonafont was the first Mexican natural water brand to be bottled industrially in the Country and the first to be exported to the USA, more precisely to Texas.

It is now market leader in the under 4 litre container segment.

Bonafont has been part of the Danone Group since 1996, and has plants with some of the most advanced bottling systems in the world.

As part of continual investments to modernise production plants, Bonafont recently turned to SMI to install a 14 mold stretch-blow molder, model Smiform SR 14, for the production of 0.5 / 0.6 and 1.5 litre PET bottles.



production lines. Growing market interest for innovative line logistics solutions has also enabled SMI to hold an interesting role in supplies to the Danone Group which, globally, uses more than 50 SMI units including secondary packaging stretch-blow molder machines for PET/PP containers.

On the right: in Toluca modernity and history are perfectly combined; beside new industrial structures are superb ancient buildings.



Danone group: the origins of the French agro-food giant



■ Bonafont became part of the Danone Group in 1996. This French food group is the third biggest in Europe for turnover.

Group origins go right back to 1919 when Isaac Carasso started a small yogurt factory in Barcelona.

It was hard-going at first, but thanks to support from that period's medical-scientific community which advised use of the product for therapeutic reasons, Carasso's yogurt soon became a well-known, appreciated and widespread product, first sold in pharmacies and then in food shops.

They soon needed a name

for the yogurt and Isaac Carasso decided to use his son Daniel's nickname: Danon.

In 1966, the BSN Group was born of the merger between the glass maker Glaces de Boussois and Verrerie Souchon Neuvesel. At almost the same time, in 1967, Danone unified distribution of its products with those of Gervais, leader in the production of fresh products: this led to the creation Gervais Danone.

In 1972, after Antoine Riboud (President of BSN) met Isaac Carasso, Gervais Danone merged with the BSN group, producers

■ Key Danone Group numbers

15.22 billion Euro turnover (2008)

81,000 employees globally

4.5 billion litres of milk collected in 2007
(0.8% of the global total)

4,500 strains in the Danone culture collection

49 production plants in **47** countries

17 formulas for "Danonino", product for infancy
in several countries

18 Danone new product research and development institutes



- Bonafont and “people outside the bottle”



This strange expression stimulates a lot of curiosity.

Bonafont is a “special” company and needs “special” people... this all led to the “Gente fuera de la botella” project, that is “people outside the bottle”.

This initiative is aimed at those sharing the Mexican company’s values and social responsibility.

The program of the project created by Bonafont foresees recruiting students who have finished their university studies for a work experience in the company, to launch initiatives allowing Bonafont and the Danone group to remain market leaders in the health nutrition sectors.



of blown and flat glass, which had just acquired the companies Evian and Kronenbourg. This led to the Danone Group.

Danone is one of the most dynamic food sector operators. Its products are present on 5 continents, in over 120 countries.

Danone has a leadership position in four health food industry “business segments”: Fresh Milk products (n° 1 globally), Water

(n°2 in the bottled water market), Baby Nutrition and Clinical Nutrition.

In 2009 it celebrated its 90th anniversary.



Bonafont and SMI:

innovative development to keep growth levels high



■ Bonafont has decided to purchase a Smiform 14 cavity stretch-blow molder to produce 0.5 / 0.6 and 1.5 litre containers, and thus efficiently respond to the increased demand for group products generated by a continually evolving market. The stretch-blow molder plant, installed on the 25,000 bph bottling line, will make it possible

to meet the Mexican market's growing bottled water consumption needs and the increased demand for "Bonafont" water from surrounding countries. Not much time has gone by since 1996 when the first SMI packaging machine joined the company equipment collection; since then, the Mexican company has gained

continually growing market share and is now leader in its reference sector. And has even more ambitious goals for the future to consolidate this success. Goals that are easier to achieve thanks to technologically advanced machinery produced by companies like SMI which have been investing in innovation and research to provide customers with the best solutions for their changing needs.

In fact, Bonafont is a historical customer of SMI, since the first APET series thermo-shrinkwrapper, now replaced by the modern SK series, was purchased in 1997. The growing Mexican and surrounding country market sales were the start of the company expansion and have led Bonafont to invest in new production lines where 10 automatic Smiflexi packaging machines are working full time.

The Danone Group company's commercial strategies mean to increase its market share also by continually renewing offer and packaging.

You can find different SMI packaging machines in the



Bonafont plant: automatic shrinkwrappers for film, tray + film and layer+ film packaging; wrap-around case packers to create closed boxes or packs on a tray; combined machines grouping the shrinkwrapper and packer functions together in a single frame. This ample flexibility responds to the Mexican company's expectations as it wants innovative, catchy packaging for its products.

■ Smicentroamericana SA de CV

Setting up the company "Smicentroamericana SA de CV" in 1997 was a decisive step for SMI towards developing the brand on the Mexican market. Increased sales in one country and neighbouring ones was a decisive factor when choosing to open a branch in Mexico. A choice coming from wanting to be as close as possible (even physically) to customers and be able to supply technical and parts assistance fast and efficiently.

Smicentroamericana offices and warehouse are in a modern building in one of Mexico City's main industrial districts (delegation Gustavo A. Madero), just a few minutes from the capital's main roads.

Thanks to highly specialised local staff, SMI can respond promptly and effectively to the expectations of its numerous Mexican and Central American customers, providing a high quality service to:

- > promote machines manufactured by SMI and its subsidiary SMIPACK commercially, with a product portfolio that can satisfy the varied packaging needs of small and large companies;
- > after-sales technical assistance to install and maintain plants supplied;
- > sales of original spare parts, with delivery times and shipping costs satisfying customer expectations. The competence, professionalism and availability of the commercial and technical staff of Smicentroamericana are the secret of excellent commercial results achieved by the SMI Group in Mexico and neighbouring countries.



▪ THE CUSTOMER'S OPINION Interview with Tomas Ortega, Production Manager, Bonafont



Bonafont was the first natural water brand to be bottled in Mexico, and is now market leader. What's the key to this success?

“Bonafont has known how to gain growing market shares and is now market leader in the bottled water sector. Today Bonafont has a top market identity and is perceived by consumers as a “brand” that is especially careful over well-being and health. Bonafont’s economic

activity places all those actions and initiatives oriented towards developing strong social responsibility in the forefront.”

The partnership with SMI started in 1996. What criteria apply when you select your main suppliers?

“Selecting a supplier is important for our product’s market success. The main values behind our choices are the reliability, quality and competitiveness of machinery supplied to us, without forgetting innovation. At a time like this, when markets and tastes are changing continuously, we have to privilege suppliers who make innovation their reason for being. Deciding to go for innovation makes us different to competitors. To achieve this goal we have to create a close relationship with a supplier, who must be able to offer innovative technological solutions at reasonable prices.”

What predominant factors made Bonafont invest in a Smiform SR 14 stretch-blow molder?

“Faced with growing consumption of bottled water in Mexico, Bonafont had to decide to purchase a new Smiform 14 cavity rotary stretch-blow molder. Installing this new machine (model SR14) is part of a Bonafont brand growth and strengthening project, both nationally and abroad, aimed at product quality to satisfy continual market demand and end user expectations.”

What growth prospects do you feel the bottled water market has in Mexico and, more generally, all over central America?

“Despite the global economic recession, we feel there are all the right premises for an increase in the consumption of bottled water in Mexico and in the other Central American countries. A phenomenon favoured by spread and strengthening of a “health culture” making consumers decide to live a more healthy life and drink

more bottled water as an integral part of their balanced daily diet.”

There are several SMI packaging machines installed on the Bonafont bottling lines. How do you judge their performance in operating and maintenance terms?

“There are more than 10 Smiflexi packaging machines installed in our plant, for secondary packaging, and wide stretches of Smiline conveyor belts to handle products on the production lines. Having collaborated for over 15 years, we can say that

the performance of SMI machines is satisfactory. However, we feel that it is of fundamental importance that the experience acquired by some of our technical staff on managing and maintaining these machines soon be extended to all our operating staff. For that purpose, the presence in loco of the SMI Central American branch can definitely help SMI and Bonafont further reinforce this partnership, with sure advantages in accuracy, punctuality and economic terms for the service offered.”

How important is SMI for Bonafont both directly present in Mexico with a branch and with local technical assistance and spare parts staff?

“For an important group like Bonafont, the presence in Mexico of a SMI branch is an excellent opportunity to develop new projects and create growth for both companies. Technical assistance and spare parts on hand are key factors when choosing trusty suppliers, as we need to be able to count on fast supplies and immediate assistance, at reduced costs and without running exchange rate risks.”

What are Bonafont's future projects?

“Without going into detail, for obvious confidentiality reasons, I can simply say that all Bonafont activities and group projects are focussed on creating greater impulse for our sector and further improving our market leader position.”



Cott Beverages.



WATER & CSD SECTOR
Cott Beverages
Cott Corporation Group
Concordville, PA, USA
>> Combined machine
SMIFLEXI CM 800 

- The private label improves its ranking

Not long ago it would have been hard to foresee private label products would help retail market survive the dim 2008/2009 economic scenario.

In the last couple of years the US private label market has grown significantly, even though the competition with national brands remains active.



Cott Beverages

and the “private label” phenomenon

■ Private label market has been expanding all over the world.

Also in the USA the importance of private labels has been growing significantly.

Although it has been slower to gain a foothold compared with European nations such as UK and Portugal, since 2003 the US private label market has expanded by almost 60%, compared with around 23% for the US retail food and drinks industry as a whole.

As a result, private labels now account for the 19% of the market value, up from less than 15% in 2003.

Such growth can be seen as a reaction to the economic downturn which hit the whole world, but especially the US.

On the other hand, retailers have increased the amount of brands offered, ranging from “premium” to “best price”, “core” and other products (such as bio, locals, kids).

As a consequence, retail industry profits have risen and private labels are increasingly present

in supermarkets and groceries.

In fact, private labels provide the price-conscious consumer with more convenient goods than the branded equivalents, without cutting on quality levels, and at the same time helping retailers recover healthy profits.



On top: Cott facility in Concordville covered with abundant snowfalls in the East Coast region



The success

of the North American multinational company



service, innovation and a deep understanding of consumers' trends. Cott Corporation, with production plants in the US, in Canada, in Mexico and in Europe, aims at being the best partner possible for its customers, offering a large portfolio of quality brands in order to meet the consumer's demand. This requires flexible and dynamic manufacturing capabilities: for this reason Cott investments in production process upgrades, purchasing

state-of-the-art machines capable to provide high performance, low production and maintenance costs and great operational flexibility.

For its production plant in Concordville, PA, Cott Beverages chose to partner with SMI instead of other competitors, in order to install the most flexible packaging machine to satisfy the widest range of its products launched on the market.

Smiflexi CM 800 is capable to pack containers in either

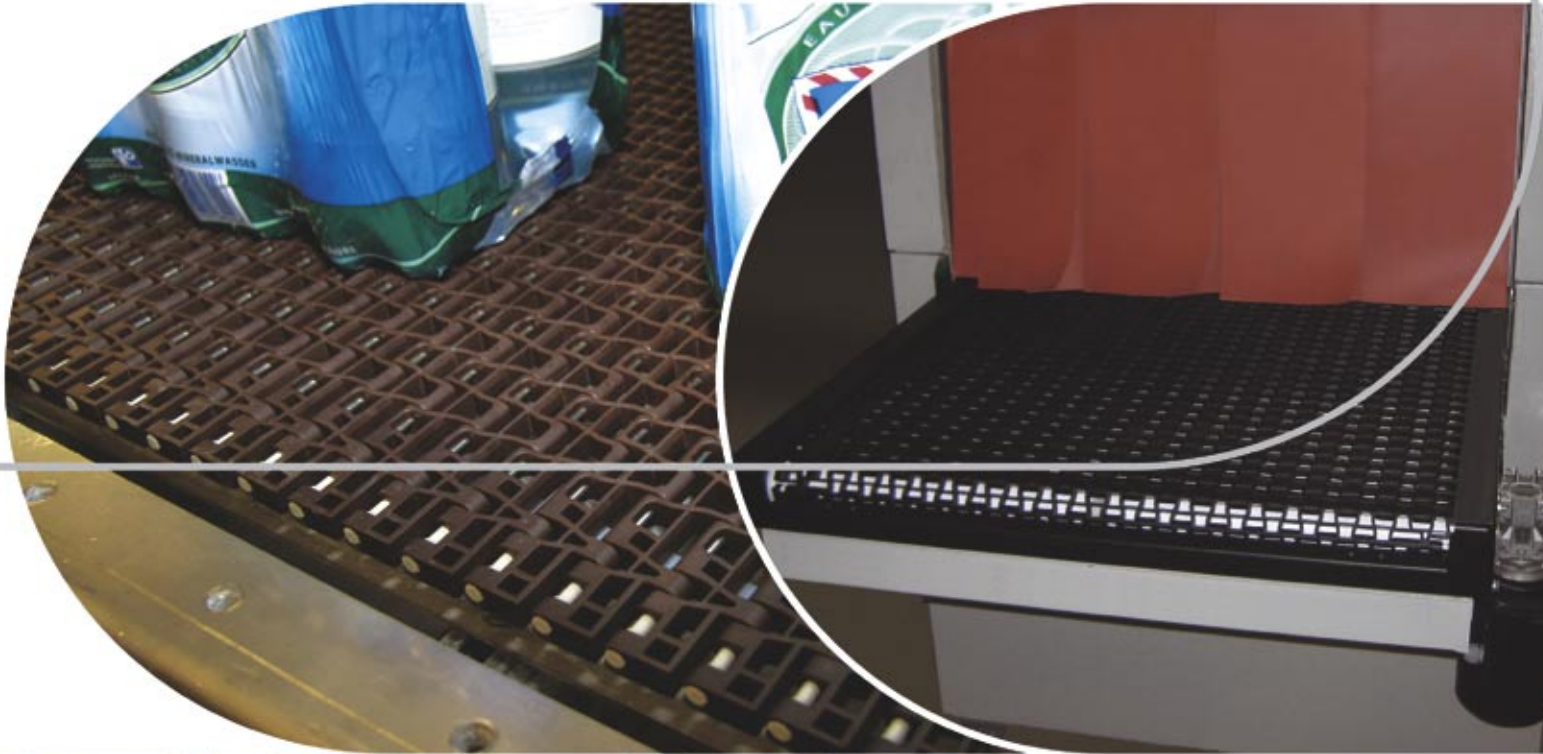
■ Private label growth does not depend exclusively on the current economic downturn, but also on retailers' commitment to the growth of their own products.

Cott Beverages - the largest private label non-alcoholic beverages producer in North America - has been able to understand the consumer's latest trends. Cott has been bringing quality beverages to market with a commitment to low-cost production, customer



Habasit

The most complete product range worldwide



Habasit offers the largest selection of belting, conveying, processing and complementary products in the market: HabaFLOW[®] fabric belts, HabasitLINK[®] modular belts, HabaSYNC[®] timing belts, HabaCHAIN[®] plastic chains, HabiPLAST[®] extruded profiles, HabaDRIVE[®] power transmission belts...

For more information about Habasit,
please visit our website
www.habasit.com
Email: info@habasit.com

Habasit – Solutions in motion



film only, tray + film, tray only or wrap-around boxes. SMI state-of-the-art automatic packer allows Cott to keep pace with the fast-changing market trends and with the consumer's demand for a wide range of packs patterns and eye-catching packages.

Smiflexi CM series is the ideal solution for flexible and versatile production lines, which require switching quickly and easily from one format to another.

In fact, CM series combine the functions of a wrap-around case packer and of a tray/shrink-wrapper.

As a consequence they are extremely flexible, allowing to pack several types of containers into different packing patterns: film only, tray+film, tray only, wrap-around boxes either completely or partially closed.

When the CM is packing in tray-only or wrap-around boxes, the heat tunnel and the film wrapping unit are automatically disabled by the machine control system.

■ About Cott Beverages Inc.

C o t t Beverages Inc. operates as Cott Beverages USA, Cott International, C o t t Concentrates and RC Cola International, producing and distributing



non-alcoholic beverages, especially carbonated soft drinks, juices, bottled water, energy drinks, tea.

In few years Cott has rapidly grown to be one of the leading North-American bottler specialized in "co-packaging" for retailers, employing approx. 2,800 people and operating 20 production plants throughout United States, Canada, Mexico, and UK.

The company founds its "modus operandi" on firm principles such as discipline, drive innovation, and a close partnership with its customers.

Cott has an impressive total beverage product portfolio - more than 200 types of drinks - spanning over 60 countries.

In addition to serving retailers, thus increasing the value of private-label beverages, Cott also has a large and growing portfolio of its own brands, distributed all over the world, such as: Cott, RC, Vintage, Vess, Stars & Stripes, Ben Shaws, Carters, Red Rooster, Red Rain and So Clear.

Flexibility

to the retailers' advantage



■ Cott Beverages plant in Concordville, Pennsylvania, spreads over a surface of 225,000 square feet (approx. 21,000 square meters) with two PET bottling lines and one can line. One PET line features the filling of 2 and 3 l bottles with soft drinks, while the other handles 1 l bottles.





■ Installed on the former line, Smiflexi CM 800 - thanks to its high operational flexibility - packs the 2 l bottle in 14 different patterns, while the 3 l bottle features up to 18 pack collations. Furthermore, all film only packs are marked with a dry emboss for an easier opening of the bundle, thanks to an optional accessory which can be mounted both on

CM series combi packers and on SK series tray/shrinkwrappers.

The so called "easy open device" consists of a coder which punches the film during the cutting operation, so as to stamp the required embossment. The encoder provides two types of embossment (either "X" shaped or "H" shaped) and it is available both for single lane and for double lane packaging.

On the one hand this application makes the product more likeable, allowing the end user to open the pack easily and comfortably; on the other it does not require the use of specific packaging materials, so as to enable the producer-distributor to realize eye-catching packages without raising costs.

In addition to the advantages above described, Cott Beverages chose to install Smiflexi CM 800 owing to the good price-quality ratio, the high level of efficiency and reliability, and the presence of a US based service and spare parts centre.



- A history made of success and investments

Cott Beverages' history dates back in 1950, when the company started importing bottled and canned CSD from USA into Canada.

Two years later the company began to bottle and can non-alcoholic beverages in the city of Laval, Québec.

Later that decade, Cott became the first company in the world to launch a diet soft drink, developing a formula by request for diabetic patients at the Royal Victoria Hospital in Montreal.

From 1976 to 1991, Cott expanded its distribution throughout Canada and into the United States and Europe and in 1986 it became a publicly-traded company.

Throughout the 1990s and early 2000s, Cott made a series of acquisitions including Vess Beverages and Concord Beverages in the US, and moved into the United Kingdom with the purchase of Benjamin Shaw & Sons Ltd. and Hero Drinks Group.

It later entered Mexico with a joint venture that established manufacturing and marketing capabilities in that country.

In recent years, Cott has successfully expanded into new and fast-growing beverage segments, including energy drinks and ready-to-drink teas.

For more than 50 years, Cott has grown and prospered, building a strong foundation as one of the world's largest non-alcoholic beverage companies.





In 2003, Cott Beverages decided to install the first SMI packaging machine in its Sikeston, MO production plant.

Since then, Cott has purchased 10 additional SMI tray/case packers and shrink-wrappers installed

at their plants across US and Canada plus 2 conveyor lines.

■ SMI in the United States

Smigroup operates in North America with its branch SMI USA Inc., based in Windsor, CT, not far from New York and Boston.

The ongoing commitment to improve customer satisfaction with "on-site" support has been the key factor which has driven SMI to be present with its own branch in USA since 1999.

Professional and skilled local staff ensures top quality service in both sales and technical assistance.

The supply of spare parts from SMI USA warehouse ensures fast and reliable delivery times.

Competence, availability and experience are the qualities of SMI USA sales and service staff that has lead to the excellent sales figures reached by Smigroup in USA and Canada, where over 200 Smiflexi packers have been already installed.



WP wrap-around casepacker: the ideal protection against all knocks



Wrap-around casepackers of Smiflexi's WP series are the ideal solution to pack rigid containers in corrugated board cases / trays at the maximum output of 80 ppm.

Cases and trays can be either octagonal or rectangular, with walls having the same height or different heights. In order to prevent any damage or breakage to the containers packed, it is possible to add cardboard partitions in between the products.

WP SERIES:
the best protection for your product.

 **smiflexi**
division

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

 **smigroup**

SMI S.p.A. - Via Piazzalunga, 30 - 24015 San Giovanni Bianco (BG) - ITALY
Tel. +39 0345 40111 - Fax +39 0345 40209 - info@smigroup.it - www.smigroup.it

Cisowianka.



WATER & CSD SECTOR
Nałęczów Zdroj
Cisowianka woda
Nałęczów, Poland
» stretch-blow molder
SMIFORM SR 12
» shrinkwrapper
SMIFLEXI SK 600 F



■ Quiet, clean places, uncontaminated by industrial civilisation, with rich deposits of natural, curative substances and a beneficial climate.

There are over 40 elegant, welcoming spas in Poland, where you can recover both body and spirit fast.

Each spa treats a specific disturbance: the Nałęczów baths are famous for their treatment of heart problems and circulation. Their waters' curative properties were identified in 1817.

At the end of the XIX century, Nałęczów was the favorite spot of important Polish writers such as Henryka Sienkiewicza, Bolesława Prusa, Stefana Żeromskiego.

The writer Stefan Żeromski wrote his "History of sin" right here.



Nałęczów is considered a garden city with beautiful villas modelled on the Tartar house and Alpine resorts.

The town centre has a vast, beautiful SPA park with a great variety of trees and different monuments including the classical Małachowskich Palace.

Naturally the heart of the park is its enchanting lake.

Thanks to its beneficial climate and mineral water springs, Nałęczów attracts an increasing number of visitors every year.

The therapeutic virtues of its local natural mineral water are available for everyone thanks to water marketed under the name "Cisowianka", with a chemical content that can be compared to the spring water.



Cisowianka:

the rapid evolution of the brand

■ In recent years, all the main Polish bottled water producers have expanded rapidly in their reference market.

The company **Natęczów Zdroj**, with its popular brand "Cisowianka", is one of the main "stars" of this success.

The company is one of the main mineral water bottlers in Poland and "Cisowianka" is one of the three main brands on the market.

Natęczów Zdroj has shown strong orientation to grow which has given it a leading position in the bottled water market.

This expansion process also includes its 2008 investment to create a modern, new production plant with five new bottling lines; the new industrial

pole has a really advanced logistics and distribution system.

An investment guaranteeing the company a production of over 220 million bottles of water a year.

Two of these modern production lines include SMI machinery. More specifically, two Smiform stretch-blow molders, model SR12 are installed on two 20,000 bph lines, and two Smiflexi SK 600F shrinkwrappers to film pack 1.5 litre bottles.

Machines were installed in 2008 for the first line and 2009 for the second enabling the company to handle a growing demand for bottled water from the Polish market.

This factor contributed to the "Cisowianka" brand's growing popularity in Poland and abroad.



Just think that the company had a 2.4% market share for small sized packs in 2004 and in 2008 that share had trebled; that same year sales volume had increased four-fold.



Design:

the packaging exalting
the content's "transparency"



■ Both lines where the two Smiform SR12 stretch-blow molders are installed produce 1.5 litre PET bottles at a speed of 20,000 bph.

End of line bottle packaging is entrusted to two Smiflexi SK 600F shrinkwrappers to pack the 3x2 film only size.

The bottles used on these two bottling lines stand out for their transparent top: Cisowianka is the first mineral water marketed in Poland with this kind of top.

But its "transparent" top is not the only difference. More generally, you can say that the entire 1.5 litre bottle packaging process was designed to get the end consumer to perceive this natural water's most important quality: "transparency".

Cisowianka also uses innovative labels where colours and layout considerably improve its graphics making labels clearer and easier to read. The Cisowianka water bottle itself, a simple design, easy to hold container sums up content characteristic really well: "transparency and purity".

Secondary packaging is simple and practical: Cisowianka has chosen a mono-format solution: 3x2 in film only, the best packaging solution for 1.5 litre bottles.



Water strength: Cisowianka and humanitarian projects

■ With the growing popularity of its natural water, Nałęczów Zdroj was not indifferent to one of our modern world's main problems: "the vitality of water", intended as the fundamental element for life.

To face the problem caused by progressive exhaustion of the world's water reserves, Cisowianka decided to support the humanitarian organisation "PAH" (Polish Humanitarian Action) through important initiatives to sensitive public opinion and create the premises for better education of consumers re consumption habits.

A year has now gone by since the initiative "Water for Sudan" was launched by

Cisowianka in cooperation with PAH. This project means to increase the availability of drinking water in various poor regions and is part of the wider "Water Campaign" commitment.

Thanks to this, since the end of 2008 Polish consumers have been able to find 0.33 litre bottles of Cisowianka water in sales points created specifically for this campaign; compared to traditional containers, these bottles have an African design on the label and the PAH logo. Revenue from "small Cisowianka" sales is totally devolved to building water wells in Sudan.

One year after the initiative had been launched, enough funds had been collected



to build four wells; thanks to these a part of the inhabitants of southern Sudan will have access to drinking water.

The first wells will be opened in March 2010 and these will be followed over the next months by others up to a total of 11 plants. The "Water for Sudan" campaign was supported by the main media including TVN and National Geographic Channel, and involved important Polish show business celebrities like the actress Agata Buzek whose face was used for the initiative's advertising campaign.



International Freight Consolidators

Air & Sea Freight

Door to Door Service



**Your global logistic partner
Since 1979 together in the world**

HEAD OFFICE: *Milan*

BRANCHES:

Florence

Genoa

Leghorn

Vicenza

New York

Chicago

Miami

Los Angeles

Bogota

Lima

Santiago

Mexico City

Buenos Aires

Sao Paulo

Rio De Janeiro

Singapore

Sydney

Melbourne

Seoul

Pusan

Incheon

Abu Dhabi

Dubai

Beirut

Worldwide Specialized Network of Offices and Agents

www.gavagroup.com

APS series.



■ During the international event "Drinktec 2009" held in Munich in September 2009, SMI presented its new palletiser, APS 3000, to the world for the first time, establishing new robotised palletiser standards.

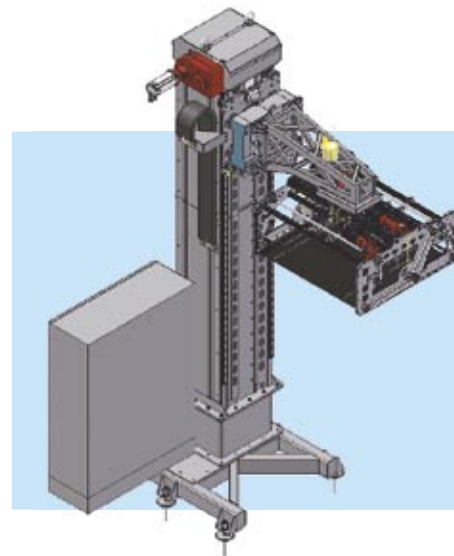
The Smipal APS series is the result of intense research and innovation activities that have enabled

the company to create technologically advanced systems offering users the best packaging solutions for their needs.

SMI palletising systems optimise line end operations in several sectors: beverages, food, chemical, pharmaceutical, detergent, glass, paper and many more.

APS palletizers:

the new solution by SMI for the-of-line logistics.



■ APS 5000

The APS 5000 model, with output until 500 layers/hour, completes Smipal's palletizers range.

■ The APS series has automatic systems palletising cartons, packs, trays and packs in general. As the central column can be combined in different ways with standard pallet handling modules, the Smipal palletising systems are extremely flexible and easily adapt to any line end logistics condition, for both existing plants and new installations.

■ How does the APS 3000 work?

APS 3000 is a single column system with two Cartesian axes supplying up to 300 layers an hour. The vertical axle has a long fixed column along which the horizontal transverse runs on ball recirculation guides. The horizontal axle has a transverse which the head-grip carrier arm runs on. The head-grip removes the pack layers from a conveyor

belt at operator height and deposits them on a pallet fast and precisely on the desired spot. Vertical transverse movements and the horizontal ones of the head-grip arm are worked by brushless motors guaranteeing perfect trajectories during palletising.

■ Fast, precise movements

Machine automation and control are a "PC-based" system called MotorNet System®, created by the Smitec division, configurable with fieldbus SERCOS interface™ or CAN Open interface™ and based on the optic fibre communication dorsal. Using this technology in palletising systems, where operating movements are repetitive, guarantees high-level reliability, reduces maintenance operations and assures low operating

costs. Plant management is made easier by a simple, intuitive man-machine interface, with advanced graphics, a screen sensitive to touch and a wide choice of diagnostic and technical support functions available in real time. Smipal APS 3000 mounts the new dedicated "safety PLC" which means safety systems can be programmed in a flexible, reliable and efficient manner. The safety PLC supervises that all palletiser safety devices work correctly, integrating them thus considerably reducing



machine stops, both in emergencies and during pallet, inter-layer loading operations etc. Maintenance operations are simplified and any adjustment to future safety regulations will be fast and secure as they can be done directly through the PLC program.

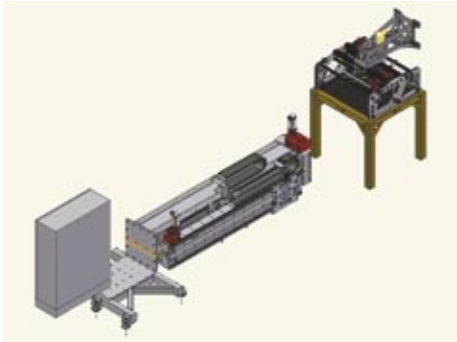
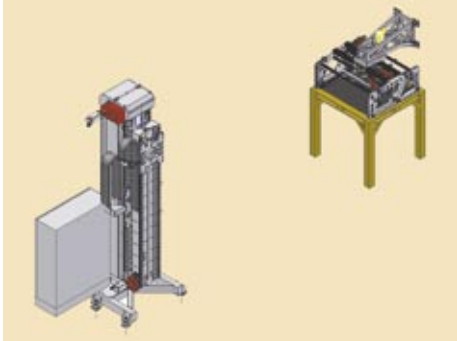
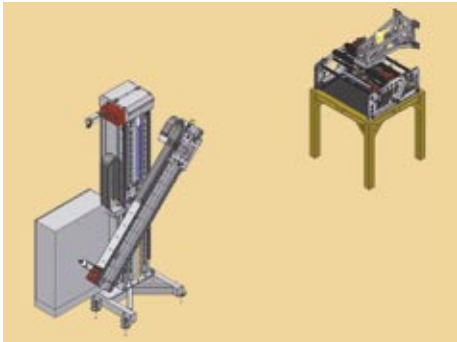
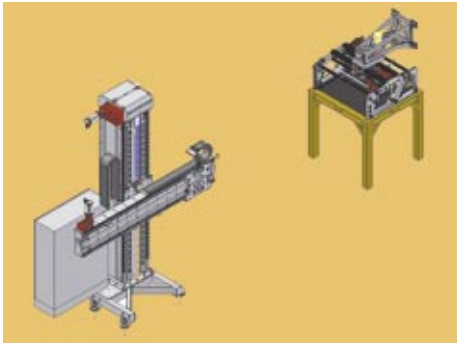
■ **Low operating costs and reduced maintenance**

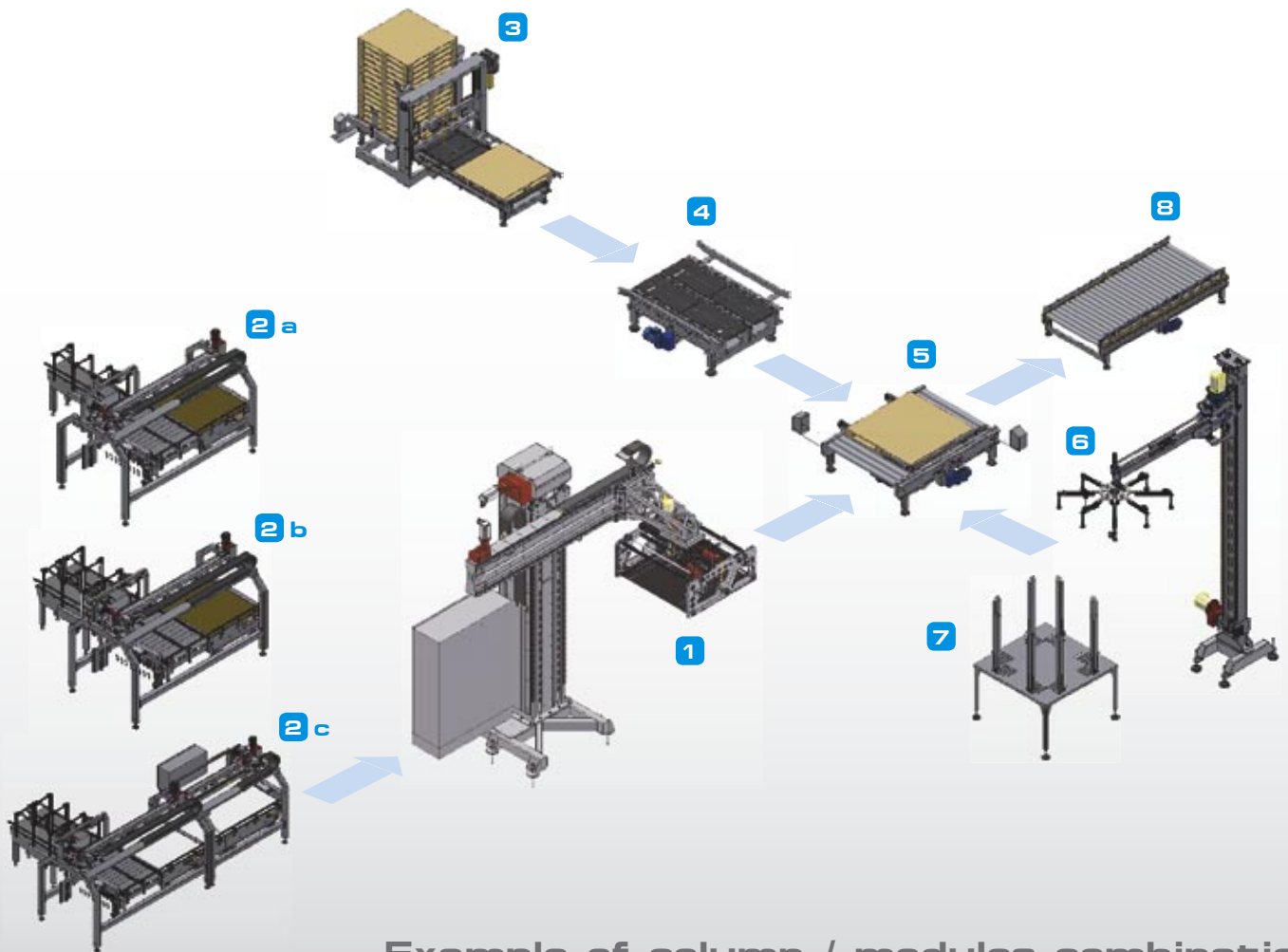
Each single palletiser module is designed as an independent unit and linked to the central unit. Thus the APS 3000 is operational immediately as each module is assembled, pre-cabled and tested in factory, reducing assembly and start-up operations to a minimum in the customer's plant. The entire system can be easily "dismantled",

transported and stored in very little space, and then "remounted" and started up in less than 3 hours. Mechanical simplicity, use of robotic origin components and optimised structure allow maintenance costs and energy consumption to be reduced drastically, and extend the plant's life cycle.

■ **Robust and reliable**

Careful sizing of the grid column and horizontal transverse, together with running on ball recirculation pads guarantees fluid, continuous movements, with reduced dynamic flexion and virtually no vibration: this is the key to giving mechanical parts a long life span.





Example of column / modules combination

- 1** Central column of palletization
- 2** Infeed and layer preformation modules:
 - a.** single-entry infeed with simple preformation
 - b.** double-entry infeed with simple preformation
 - c.** double-entry infeed with motorised preformation
- 3** Adjustable fork magazine for empty pallets, capable of loading the pallets from both directions and releasing them to the line both headways and sideways
- 4** Pallet chain conveyors:
available in three different lengths of 1500 mm, 2000 mm and 3000 mm
- 5** 90° pallet translation module
- 6** Interlayer pad-inserting device
- 7** Pad magazine
- 8** Pallet roller conveyors:
available in three different lengths of 1500 mm, 2000 mm and 3000 mm.



New APS palletizer:

robustness and reliability at top levels



The APS series is composed of automatic systems for the palletisation of cases, bundles, trays and other commonly used packs.

Smipal palletizers of the APS series are the outcome of an intense activity of research and innovation and, thanks to the accurate design of the central column and of the horizontal beam, along with the precise motion on recirculating-sphere guides, assure fluid and continuous movements, with very little dynamic bendings and virtual absence of vibrations: this is the key to guarantee a long life cycle of the mechanical components.

APS SERIES:
lift beyond your limits.



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

“Eco-friendly” heat-shrinking: the new Smiflexi’s gas-heated tunnel is born

■ Since 2009, Smiflexi LSK and SK series shrinkwrappers have been available in a standard thermo-retraction tunnel powered by electricity or in the new gas powered version.

The new gas powered tunnel series is part of a project to offer innovative technological solutions with reduced environmental impact that can assure reduced consumption and lower energy costs.

Having a tunnel powered by natural gas instead of electricity has numerous advantages.

Above all, methane gas burns in a clean way and responds to environmental protection principles.

In several countries, it also costs less than electricity and this, multiplied by total production activity consumption, means consistent economic proceeds.

An “eco-friendly” solution which, considering the growing popularity of shrink-film packaging, is an important issue for those companies which every day,



in any part of the world, use shrink-wrapped film to pack food, beverages and non-food products.



■ Focus on costs

To demonstrate this solution's economic advantages, at the end of August 2009, in our San Giovanni Bianco laboratories, we carried out several tests to compare costs of the two shrink tunnel powering modes.

Test time lasted an hour after reaching a temperature of 200°C.

Tests were done with a 3 metre long tunnel which could operate empty at 200°C and at a speed of 35 m/min.

Considering that, in the test period, average gas costs were 0.33 euro/m³, while electricity cost 0.13 Euro per Kw/h (distribution costs not counted), under the same conditions we had a consumption of 3 m³ of methane gas and 25 Kw/h of electricity which, multiplied by the relative average costs, gave us some surprising results.

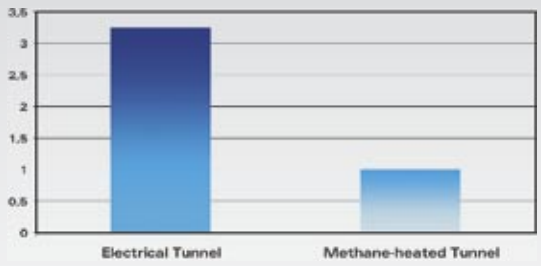
In an hour, the methane gas powered tunnel, cost 1 Euro (3 m³ x 0.33 Euro = 1 Euro/h) whereas the electricity powered tunnel cost 3.25 Euro (25 Kw/h x 0.13 Euro = 3.25 Euro/h).

Under the same conditions and reference parameters, this analysis allowed us to highlight that, in Italy, using a gas powered furnace on bottling lines guarantees a 70% energy consumption savings over electricity.

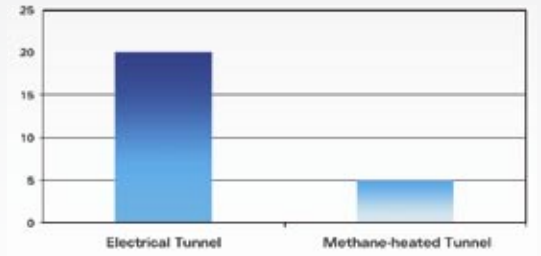
Times needed to reach the desired temperature are also reduced by 75% compared to an electric tunnel (5 minutes for the gas tunnel and 20 minutes for the electric one).

The decision to install a shrinkwrapper combined with a gas powered tunnel guarantees considerable economic savings and fully complies with environmental protection regulations.

Costs consumption in Euro/h



Time required for reaching temperature in minutes





- In brief

Technical solutions adopted, flexibility, ease of use and maintenance, together with the advantages of the "wrap-around" packaging system, give new LWP 25 users considerable benefits such as:

- > great use flexibility;
- > greater production speed compared to packers which do not use the "wrap around" system;
- > no knock between cardboard blank and product;
- > better pack stability, with doubtless logistic advantages;
- > ample space on boxes for product advertising;
- > optimisation of spaces occupied by packing material.

New LWP 25:

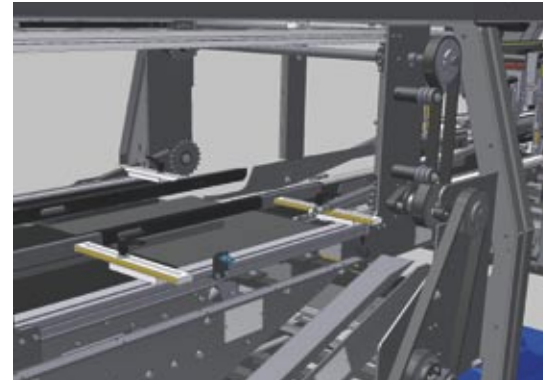
high technology for “low speed” operations

■ The packaging market is continually evolving. Evolution that, despite the present economic crisis, pays great attention to requests coming from markets in any country. For this reason, if on the one hand the global recession has slowed down investments in high-speed machines, on the other there has been an increase in a demand for medium-low speed machines, especially from emerging countries. For years now, the Smigroup has made technological innovation one of the main pillars of its success, offering more and more competitive

machines with one of the best price-quality ratios on the market.

Though top range Smiflexi case packers are the completely automatic ones for high speed productions, SMI has also expanded its “entry-level” machine portfolio, mainly for medium-low speed production lines. Just a few months ago, SMI launched LWP 25, a new wrap-around case packer designed to package up to 25 packs/minute.

This new machine, though in the “entry-level” category, has the same quality standards provided by high and very high speed Smiflexi packers.



- » Maximum speed: up to 25 ppm
- » Suited for: packs in wrap-around cases or just on tray.
- » Suited for packaging: plastic, metal or glass containers.
- » Wide range of formats possible: 3x4, 3x5, 4x6,...etc.
- » Change of format: manual



LWP SERIES

■ The new LWP case packer series, with its continuous "wrap around" system, has a simplified modular design. A solution reducing not just machine assembly times but also delivery times; in fact, the production lot is programmed in advance and guarantees the possibility to pre-test packers with standard size bottles and then adapt them to end user needs.

Thanks to a wide choice of accessories available, LWPs can be customised to increase base uses and satisfy the need for special applications.

The carton line warehouse is situated under belt input: a solution reducing machine encumbrance considerably and enabling it

to be installed in packaging plants with limited available space.

The new LWP 25 also has an optional device making it possible to insert pre-mounted cardboard between bottles, particularly useful to protect more fragile containers (like glass bottles) from damage or breakage and protect labels against any abrasion.

Despite use of top quality materials and advanced technology, the price of the new LWP 25 model is one of the most competitive on the market.



LWP series:

operational flexibility and ease of use

■ In detail, the LWP series can be used to pack different container types in corrugated cardboard boxes or on corrugated trays in a ample choice of sizes.

The LWP 25 wrap-around case packer has a motorised fluctuating sorter, on the input belt, which makes it easier to channel bulk containers towards the product grouping point, thus making sure no brusque stops occur in feed flow.

Product grouping and pack shaping take place mechanically with a system which operates in an alternate manner.

LWP 25 equipment also includes a synchronised separator bar receiving products from the pneumatic separator, shapes the desired pack and accompanies it to the tray-making machine, making the packing process more fluid.

Packs are collected from the relative warehouse by an alternated layerer made of a group of vacuum suction suckers.

The box climbs the carton slope and places itself under the product group with the

short side facing front.

The LWP 25 foresees a four row inlet belt, but this in no way limits the possible size range to be created.

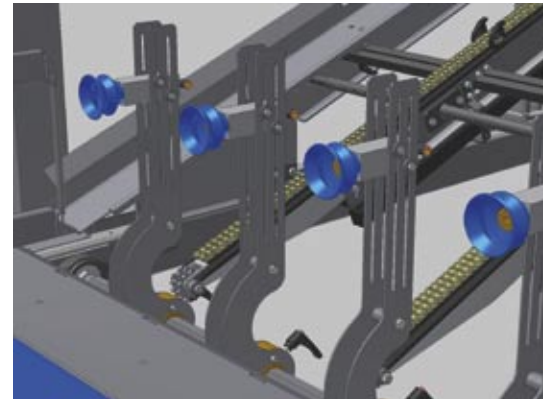
You just need to add another two rows to the inlet belt if the customer needs to pack its products in larger sizes.

Though manual, the size change is extremely simple and fast, as no mechanical or electronic part needs to be replaced.

After manually regulating the different parts using specific reference counters and wheels to widen/narrow the guides, the operator just has to choose the desired size on the POSYC control board.

Even going from small pack to large one or vice versa creates no problems as the operator can easily change machine pitch identified by coloured position indicators on the chains.

LWP packers are managed and controlled by a POSYC operator panel enabling operators to access machine manuals, update/modify operating parameters, monitor the entire packing process.



The graphic interface is really intuitive, the screen sensitive to touch and advanced diagnostic and technical support functions in real time on the POSYC guarantee that even the least expert operator can learn to use all machine functions fast.

On demand, two POSYC control panels can be installed, one for each packer side, to make operator work even easier.



Smipack.

■ NEW AUTOMATIC L-SEALERS

MODEL FP 6000

- › Output capacity up to 2400 packs/hour
- › Sealing bar: 610 x 480 mm
- › Pack maximum height: 150 mm
- › Conveyor closing system included in the machine price
- › Upon request, available in stainless steel

MODEL FP 6000 CS

- › Output capacity up to 3000 packs/hour
- › Sealing bar: 610 x 480 mm
- › Pack maximum height: 200 mm
- › Conveyor closing system included in the machine price
- › Motorised system for seal centering

■ The FP series automatic L-sealers are very versatile and reliable, reasons for their considerable market success in recent years. Restyling of the new FP 6000, presented in May 2010, comes from a need to make this packer range, much appreciated by end users, more competitive. In fact, the FP range responds effectively to market demand in technological innovation, maximum operating efficiency and competitive price terms. Series versatility is much appreciated by those wanting to pack an ample range of different products, of various shapes, sizes, weight, in single format or grouped into preset packs. The modular L-sealers with shrink tunnel produced by



SMIPACK come in different models for productions of up to 3000 packs/hour. With these machines you can use both shrink film and polyethylene. Compared to the previous version, the new FP 6000 can also use mono-fold film bobbins in polyethylene which open indifferently on one of the two sides.

The new FP 6000 packer series is not only highly flexible but also easy to use and gives operators greater accessibility during maintenance operations. For this, the control panel on the new FP6000 has been placed on the machine front; it is also bigger to simplify handling and maintenance.





The new control panel has four rows to make information in it easier to read.

The new FP structure makes it faster to replace both inlet and output mats. Changing format and bobbin are also easier and faster. All giving users economic advantages:

with maintenance operations reduced to a minimum, machine performance improves and operating costs drop.

Automatic FP L-sealers are controlled by the Flextron® system through which the operator can memorise up to 20 different work cycles, check sealing bar opening, set sealing times, regulate sealing temperature along both sealing bar length and



width, modify conveyor belt speed, work the mat close-up device and generate various process statistics (instant production, machine yield, control of anomalous packs, etc.).

The Flextron Electronic Controller® technology has proved to be efficient and reliable; it has a



- Smipack's HA series automatic handle applicators: new models for 25, 40, 60 e 80 ppm outputs

Master unit with 16Bit microcontroller and a series of remote controlled devices managing the I/O of signals and power.

Automatic FP series L-sealer case packers differ to other similar products on the market for their excellent quality/price ratio and modularity.

All range models can be supplied with or without shrink tunnel.

Then the modularity of these machines guarantees great benefits in simplified maintenance terms, contributing to increasing the investment's value.

In 2009 SMIPACK presented its new HA series automatic handle applicators as a world first.

These are stand-alone machines, placed below the shrinkwrappers; the HA applicators are equipped with a Flextron® automation system enabling easy, accurate control of all machine functions responding to a growing market demand for reliable, precise, high performance plants.

The new handle applicators are available in different models: HA 25, HA 40, HA 60 and HA 80, for operations of up to 25, 40, 60 and 80 ppm respectively.

All models have compact mono-block structures which adapt perfectly to the needs of customers with limited production space.

The new HA series was created as an answer to continually evolving market demand, searching for efficient, economic and extremely competitive solutions, also in price terms.

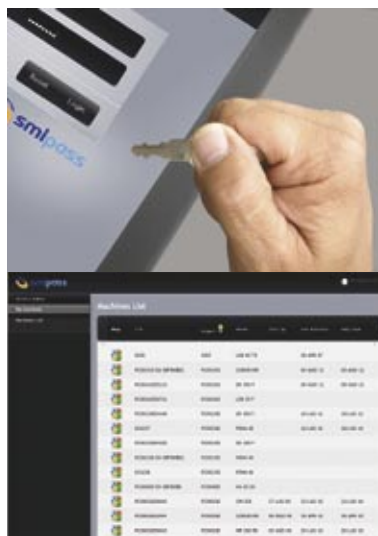


Smipass:

SMI phone aid changes



■ To guarantee that its machines operate correctly over time, optimise their performance and guarantee each customer a considerable reduction in total operating costs (TCO), as of 1st January 2010 the SMI Customer Service Center (CSC) has made some changes to how the technical phone and tele-assistance services are supplied, which customers can access through the new "Smipass" service.

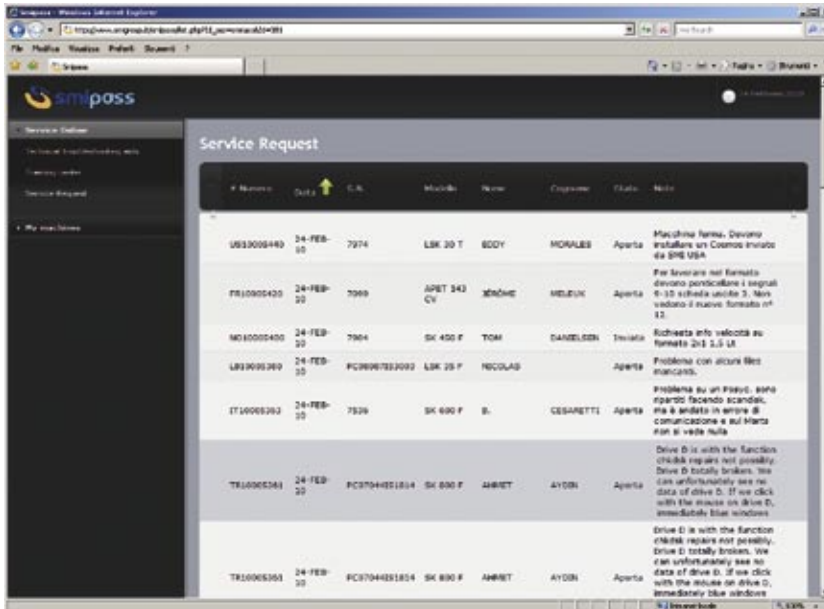


■ What is Smipass?

Smipass is an innovative phone assistance program which, thanks to a dedicated, preferential line, enables SMI customers to rapidly, efficiently obtain adequate technical support for any malfunctioning anomalies of machines and plants. Through a multimedia library, you can consult online a wide selection of user and maintenance manuals, along with spare part catalogues and electrical and pneumatic diagrams.

■ What changes with Smipass?

From 1st January 2010 (for Italian customers) and from 1st March 2010 (for the rest of the world) all incoming calls to the SMI Customer Service Center will be managed by a new, integrated online welcoming system, enabling "Smipass" service subscribing customers to get immediate phone assistance from specialised technicians, through a free "call-back" service.



■ How can you access Smipass?

By subscribing annually; its validity starts from the subscription date or when the machine's ordinary guarantee expires. When the service has been activated, the customer can dial the dedicated number 0345-40255 from Monday to Friday from 08.00 to 18.00 and Saturday from 08.00 to 12.00. Through "Smipass" customers will also be able to send the SMI Customer Service Center any technical assistance request by filling in the specific on-line form and providing the following data:

■ Advantages for those choosing Smipass

- > Better service quality as the customer is assisted by a dedicated operator, specialised in real time management of the most frequent operating problems.
- > Faster response as computerised request

management optimises how the service is allocated and waiting times.

- > Greater efficiency when managing emergency situations, since you can visualise on screen all the machine's technical details and all technical assistance possibly supplied.

1. Model of machine assistance is required for.
2. Machine registration number (without this indicate project n°: PC...).
3. Problems had.



Exhibitions:

next appointments



■ In 2010 too Smigroup will be taking part in several sector trade fairs to further consolidate its global position and present its novelties for the food and beverage industries.

"Fispal Tecnología", with its 45,000 square metres, is the main Latin American event for food & beverage industry product packaging machines.

Fispal Tecnología 2010, from June 8-11 in San Paolo, Brazil, focuses on the most

recent market trends and demand and on the innovative technology offered by primary and secondary packaging machine manufacturers.

Recent market research highlights considerable growth in the food & beverage industry in Brazil; so Fispal becomes a focal point for getting to know about the sector's most innovative solutions. This event is an important door to the Latin American packaging market:

the ideal spot to meet sector protagonists and see the latest technology in operation.

The other door to the Central-Southern American "packaging" market is Expo Pack in Mexico City which attracts thousands of visitors from all over Latin America at each new edition. The appointment is from June 22 to 25, 2010.

The presence of Smigroup companies at these events will definitely be noticed. This year too, Smigroup will be exhibiting all its recent novelties certain that visitors will be really interested.

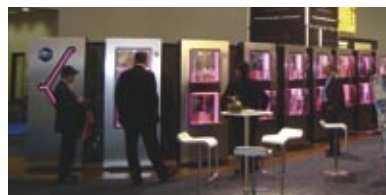
Great expectations for the first edition of "Packology", Exhibition of Technology for Packaging and Processing, which takes place in Rimini





from June 8 to 11, 2010. The trade show, which will be held every three years, is an event strongly backed by UCIMA (Italian Manufacturers of Packing and Packaging Machinery Association), representing nearly the totality of Italian packaging machine manufacturers. Packology promotes the industrial production of the packaging sector, which in Italy is widely export-oriented, and sets the goal of highlighting advanced technology and innovation. A comprehensive schedule of conferences and workshops has been organized in order to allow the sector's operators to get informed about the latest issues and take part in social-networking activities resulting from the interactions among universities, institutions, magazines and experts. Just as indicative is the flow of public to another really important trade fair

every year: Propack Asia. In both visitor quality and exhibitor number terms, the Bangkok fair is the most important packaging sector event in South-East Asia. The exhibition, scheduled from June 16 -19 2010, is the ideal appointment for packaging machine manufacturers to present the novelties. And SMI has decided to take part this year too due to the excellent results achieved in Thailand and neighbouring countries. Smigroup's companies will also be present at China Brew & Bev, which will be held in Beijing from September 7 thru 10, and at Taropak, September 13-16 in the town of Poznan, Poland. In the month of November 2010, SMI will be exhibiting in three important trade shows: Pack Expo in Chicago, in Nuremberg for Brau Beviere and Petnology Europe 2010 and, at last, in Paris' Salon de l'Emballage.



WE WILL BE EXHIBITING AT...



São Paulo
BRAZIL
8-10 JUNE



Rimini
ITALY
8-11 JUNE



Bangkok
THAILAND
16-19 JUNE



Mexico City
MEXICO
22-25 JUNE



Beijing
CHINA
7-10 SEPTEMBER



Poznan
POLAND
13-16 SEPTEMBER



Chicago, IL
U.S.A.
31 OCTOBER
3 NOVEMBER



Nuremberg
GERMANY
8-12 NOVEMBER



EMBALLAGE
WORLD PACKAGING EXHIBITION

Paris
FRANCE
22-25 NOVEMBER

SMI S.p.A. Headquarters

Tel.: +39 0345 40111
Fax: +39 0345 40209
info@smigroup.it

SMI USA Inc.

Tel.: +1 860 68 89 966
Fax: +1 860 68 85 577
sales.us@smigroup.net

SMI Centroamericana S.A. de C.V.

Tel.: +52 555 3569072
Fax: +52 555 3553571
sales.mx@smigroup.net

SMI do Brasil Ltda

Tel.: +55 11 360 15 334
Fax: +55 11 369 37 603
sales.br@smigroup.net

SMI UK Rep. Office

Tel.: 8000 85 10 23 (GB)
Tel.: 1800 55 39 99 (IE)
Fax: 8000 85 10 24 (GB)
Fax: 1800 55 39 98 (IE)
sales.uk@smigroup.net

SMI Polska Sp.z o.o.

Tel.: +48 60 631 66 22
sales.pl02@smigroup.net

OOO SMI Russia

Tel.: 7 495 720 67 97
Fax: + 7 495 720 67 97
sales.ru@smigroup.net

SMI Romania S.r.l.

Tel.: +40 256 293 932
Fax: +40 256 293 932
sales.ro@smigroup.net

SMI China Nanjing Rep. Office

Tel.: +86 258 470 47 16
Fax: + 86 258 470 47 76
sales.cn03@smigroup.net

SMI China Guangzhou Rep. Office

Tel.: +86 20 8439 6460
Fax: +86 20 8439 8391
sales.cn04@smigroup.net

SMI Pacifica Pty Ltd

Tel.: +61 3 9584 3622
Fax: +61 3 9584 3633
sales.au@smigroup.net