

COCA-COLA CANNERS

CARBONATED BEVERAGES SECTOR

Coca-Cola Canners of SA (Pty) Ltd.
Epping, Cape Town, South Africa
Group: Coca-Cola

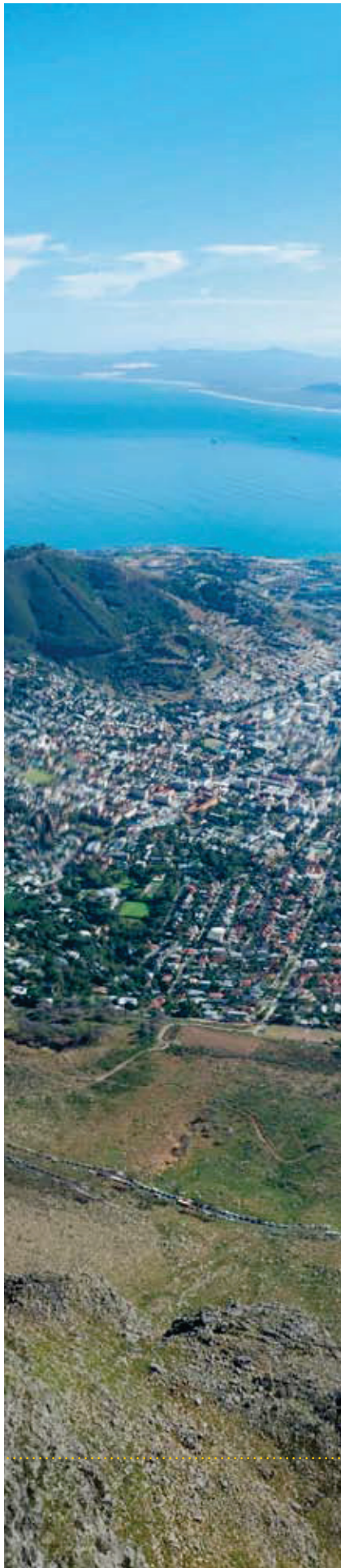
• Smiflexi SK 1200HS F
Shrinkwrapper



GEO LOCATION



INSTALLATION / Coca-Cola Canners



The partnership between SMI and Coca-Cola began in 1994 with the supply of a shrinkwrapper and then expanded in subsequent years.

Today there are more than 20 SMI packaging machines installed in the South African plants of the Coca-Cola bottling companies and Coca-Cola Canners.

The local manufacturing and distribution structure includes 4 major bottlers and the Coca-Cola Canners of SA that, thanks to continuous investments in new technologies and systems, are able to meet the growing market demand for carbonated soft drinks.

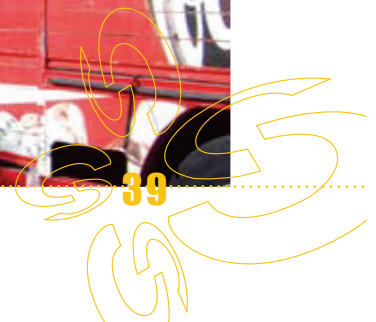
Coca-Cola Canners has steel can packing plant in the industrial suburb of Wadeville, near Johannesburg.

This plant, one of the biggest in the world in terms of size and production capacity, bottles a wide variety of Coca-Cola products, both carbonated and natural.

It is in this large manufacturing plant that SMI installed the first shrinkwrapper in 1994, followed in later years by numerous other shrinkwrappers, a combined machine and two wrap-around casepackers.

Coca-Cola Canners of SA owns a second production facility in Cape Town, in the industrial district of Epping, the southern tip of the African continent.

The fruitful collaboration between SMI and Coca-Cola Canners of SA led to the recent installation in this plant of the fastest shrinkwrapper of the "southern hemisphere": we're speaking of a high-speed SK 1200 HS F machine that can pack up to 120 packs/minute in single lane and 240 packs/minute in double lane, which was added to the SMI machines already purchased by the Epping facility in the past.



THE EXPERIENCE

OF COCA-COLA CANNERS IN EPPING

The factory in Epping cans Coca-Cola and packages the canned soft drink in shrink film in a variety of pack configurations.

The end of line packaging is done by three automatic Smiflexi shrinkwrappers, models SK 600T, SK 600F and SK 800F, which were installed in 2004 and 2006.

At the end of 2012, these machines' technology was upgraded with the latest innovations.

As a result, the packers were equipped with a new device for tensioning the shrink film, thus reducing production costs, saving on packaging material and simplifying maintenance.

Caltech Agencies, the company that represents SMI in South Africa, also recently concluded the negotiation

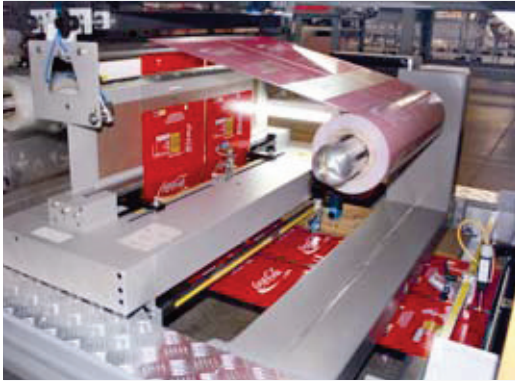
for the supply of a new high-speed shrinkwrapper, the Smiflexi SK 1200HS F, which produces 0.33 liter cans in the 3x2 collation in film-only packs, at a max speed of 240 packs/minute working in two lanes.

This automatic packaging system has a newly-designed shrink tunnel inside which the heat generated by the heating elements is distributed homogeneously and uniformly on all sides of the pack thanks to an innovative airflow control system, ensuring perfect shrink even from an aesthetic point of view.

During the FAT (Factory Acceptance Test) held in the testing department of the SMI's head office in Italy, Paul Gooding - Packaging Manager of Coca-Cola Canning of SA in Epping - was able to see for himself the high quality of the purchased machine and the team of testers with whom he interacted.

At the end of the FAT, Paul, a passionate member of the Coca-Cola family since 1988 with great experience in the packaging sector,





said: "The team of SMI technicians that performed the tests has proved to be very familiar with the SK 1200HS, performed various tasks with extreme skill and responded promptly to my questions and requests during the FAT".



 CALTECH AGENCIES

SMI is represented in South Africa by Caltech Agencies, whose expertise and experience ensure local customers the highest technical and commercial assistance in the study of customized solutions for bottling and packaging up to 36,000 bottles per hour. Caltech Agencies has an organizational structure based on three operational offices located in the most important centers of the country (Cape Town, Johannesburg and Durban), from which it also provides spare parts and technical service with local staff to over 50 SMI machines installed in South Africa. This approach to the customer was very much appreciated by Coca-Cola Canners of SA, for example, that in a few years bought over 10 SMI-manufactured packaging machines for its own plants, thus demonstrating trust and appreciation for the work done by Caltech Agencies. "We believe it is extremely important to provide adequate support to all our customers in South Africa which, at any time, can count on comprehensive and timely technical support" says Calvin Christy, Managing Director of Caltech Agencies.



The film-cutting system of the Smiflexi SK 1200HS shrinkwrapper has brushless motors that ensure high efficiency and utmost accuracy during machine operations.

Furthermore, the automatic format changeover device at machine inlet greatly simplifies the operations to be carried out when switching from one format to another, as it drastically reduces the required manual interventions and, consequently, the likelihood of errors and damage.



SOUTH AFRICA: THE KINGDOM OF DIAMONDS

Throughout history, people have always been fascinated by beauty and mystery when it comes to these precious stones.

The ancient Greeks believed that diamonds were splinters of stars fallen to Earth while others said they were the tears of the gods.

In every age, the diamond was the symbol of perfection, the emblem of virtue and love.

The Romans appreciated its hardness, the Greeks its resistance to fire while for the Chinese what mattered was its color in order to identify the caste of the person who owned it.

Historically symbol of romance and love, the diamond is, by definition "a gem among gems".

South Africa is one of the most famous countries in the world for its diamond mines, historically concentrated in the region of the town of Kimberly.

Kimberly, which used to be an unknown village, suddenly became popular one day when, at the end of the last century, near a farm, a young boy happened to find one of these sparkling and precious gems.

Within a few days the news had spread throughout Europe and that's when the real "diamond rush" started in the literal sense of the term: in those days the gems were so close to the surface that it sufficed to have strong arms and a spade to get rich.

The hill on which the farm stood was taken by storm and quickly became

an enormous hole in which over 30,000 people were digging; of that legendary hill all that remains is the "Big Hole", a crater 463 meters in circumference and 240 meters deep,

which is the symbol of that adventure and the greatest work ever produced with only the manual labor of man: it is said that the enormous cavity is even visible from the moon.





THE SMIFLEXI SK 1200/SK 1202 HS (HIGH SPEED) PACKERS

Continuous investments in research and technological innovation have enabled SMI to launch, during its 25 years of business, a large number of new technically advanced products;



among the more recent machines stands the new SK 1200/SK 1202 "HS" (High Speed) series of Smiflexi automatic shrinkwrappers, which can package cans of different sizes in multiple pack configurations at a max speed of 450 packs per minute working in three lanes (depending on the size and characteristics of the product to be packaged).

Given the very high performance in terms of production capacity, process reliability, quality of the final package, reduction of operating costs and energy consumption, these new Smiflexi packaging machines feature a series of technical innovations of great interest.

For example, in the inlet area, the thrusts of the accumulating product are managed in an optimal way by means of a conveyor belt made up of two 2-meter modules, each of which has its own motorization.





Furthermore, the Smiflexi SK 1200/SK 1202 HS shrinkwrappers are equipped with an automatic format changeover system that minimizes manual adjustments, greatly easing the work



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of the machine operator.

The design of this packaging machine line is ergonomic and functional and allows the operator to easily and safely perform all the activities related to the use and maintenance of the system; another innovative aspect is represented by the "pit" cardboard blanks magazine, designed to: facilitate the loading of the blanks; make the feeding of the cardboard blanks more linear and smoother (fewer thrusts); allow the loading operations to be carried out automatically by means of a robot (optional); increase the autonomy of the magazine through additional modules.

Also to be mentioned is the new shrink tunnel for cans, equipped



Below

Paul Gooding, Packaging Manager of Coca-Cola Canning of SA in Epping (to the right) with Calvin Christy, Managing Director of Caltech Agencies, during the FAT (Factory Acceptance Test) held in the testing department of the head office of SMI in Italy.



INSTALLATION / Coca-Cola Canners



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“

Smiflexi
SK 1200
/ 1202 HS
shrinkwrappers
can pack
cans at speeds
up to
450 ppm ”

with special devices that shrink the packs at the sides, which direct the flow of hot air generated by the heating elements also to the sides of the packs in transit in the heat-shrinking chamber; this improves the quality of the packaging process and, consequently, the aesthetic appearance of the produced packs.

From the left

John Moretti, Plant Manager of Coca-Cola
Canners Cape Town and Calvin Christy,
Managing Director of Caltech Agencies.



COCA-COLA SOUTH AFRICA AND SPORT

When it comes to Coca-Cola in South Africa, it is inevitable to think of the Football World Cup 2010, which took place right here.

The Coca-Cola brand and the sports world are bound by a long-standing partnership, particularly with football, and shares the same values of fair play, solidarity and teamwork.

With this collaboration, Coca-Cola wants to affirm the importance of celebrating and enjoying the fun of the games, loving sports and leisure activities passionately.

The Coca-Cola brand and its famous soft drink have a long history of success in South Africa; in fact, the first



bottling plant and distribution center in this country dates back to 1928 after which the company has since expanded to other areas of the African continent. South Africa is now the largest African market for the products of this brand and, through continuous investments in new facilities, keeps growing and growing among the most "performing" countries of the Coca-Cola world.



INSTALLATION / Coca-Cola Canners

rain
WATER FOR AFRICA
LIVE POSITIVELY Coca-Cola

Water stewardship is a priority area for Coca-Cola South Africa (CCSA), as water scarcity is an increasing issue in the nation. Water demand in SA is expected to rise by 52 per cent over the next 20 years while supply is likely to decline due to poor usage habits, physical and commercial water mismanagement and the loss of wetlands. In addition to improving local water efficiency and reducing SA wastewater, replenishing local communities is an important aspect of Coca-Cola Canners South Africa water stewardship activities. Progress has been made under Replenish Africa Initiative (RAIN) in South Africa, in partnership with The Coca-Cola Africa Foundation (TCCAF) and the USA International Development Agency (USAID). The Water for Health programme, a component of RAIN,

has seen the installation of a water infrastructure system for 10,000 villagers in the Mopani District of Limpopo. CCSA, TCCAF and USAID have been working together for the past year to equip the village of Ramotshinyadi with boreholes, lay down pipelines and provide new standpipes. The collaboration, which forms the Water and Development Alliance (WADA) initiative, is investing a total of US\$1.6 million over a three year period for villages in the Limpopo region, as well as the North-West and Eastern Cape provinces. In addition, since 2010, The Coca-Cola Company (TCCC) has worked with the SA Department of Education, the Mvula Trust, the CCSA system, and H2O for Life (a local NGO) on the Water Legacy Programme for The FIFA® 2010 World Cup, RAIN water for schools. This WASH project (Water Access, Improved Sanitation and Hygiene Education) will reach 100 schools in South Africa, benefiting an estimated 60,000 learners. To date 36 schools have been equipped with WASH amenities and receive regular maintenance checks.

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CAPE TOWN

**A UNIQUE BLEND OF TRADITION
AND MODERNITY**



INSTALLATION / Coca-Cola Canners

Set in an incomparable setting between the "Table Mountain" and the beautiful bay, Cape Town is a lively and modern city, which enjoys a mild climate all year round and offers a unique combination of stunning scenery, great outdoor life and cultural experiences. Considered one of the most beautiful cities in the world, Cape Town is the most charming South African metropolis, a milestone for those who visit this country. Founded by the Dutch in 1652, this city was the first European settlement in Africa and became a true legend in the course of history. The "Tavern of the Seas", as the city had been defined for the large number of ships it drew from all over Europe, it soon became a crowded crossroads of merchants

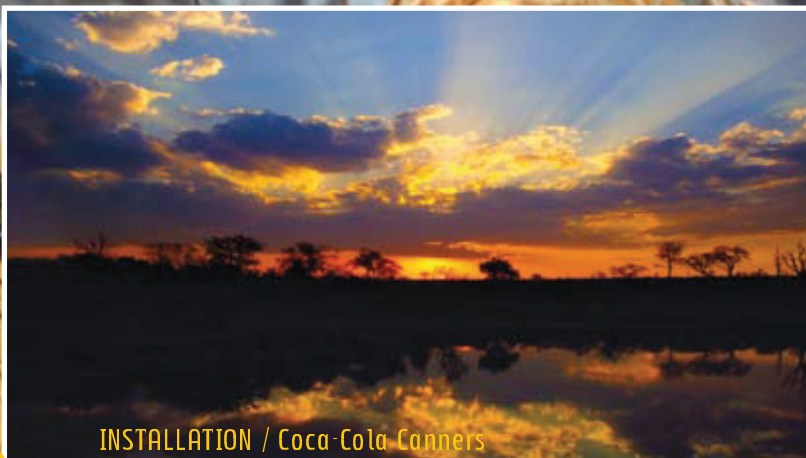
and settlers: the first in search of refreshment and supplies after months at sea on the route that "rounded" the legendary Cape of Good Hope; the others looking for breathtaking landscapes and fertile farmland. A testimony of the different colonial legacy, Cape Town is now a beautiful mosaic of cultures and architectures: traces of Boer and English domination survive next to skyscrapers and botanical gardens. As such, you can see neoclassical and Victorian mansions mingle with "cape dutch style" buildings, the Dutch colonial style of the Cape, characterized by buildings that combine Dutch, French and Indonesian architectural and decorative elements. Considered in the past a "provincial fishing village",

today Cape Town is the most exciting and creative city of South Africa, to the point that its charm and scenic beauty attract the biggest names in the international fashion and film industry. Cape Town is also considered the South African capital of good food: the traditional restaurants of the wine estates located in the interior are quite outstanding but you should neither miss the new trendy places downtown nor the panoramic restaurants from which to enjoy breathtaking views.



SOUTH AFRICA: A SHOW OF UNIQUE LANDSCAPES

Wildlife and fauna and flora fascinate anyone who visits South Africa where, in addition to the "Big Five" (elephant, lion, rhino, leopard and buffalo) you can always spot giraffes, zebras, hippos, antelopes, birds and crocodiles.



INSTALLATION / Coca-Cola Canners

The protected natural areas, concentrated mainly in the provinces of Limpopo and Mpumalanga, are divided into national parks, wildlife reserves and private reserves. Among the most visited parks, the Kruger National Park is the oldest in the world while the Pilanesberg National

Park has a picturesque location in an extinct volcano, surrounded by four circles of mountains. In addition to its lush vegetation, South Africa is a spectacle of breathtaking views, at times unexpected, such as those you can see in the Blyde River Canyon, 700 meters deep and carved by the Blyde

River for 20 kilometers. There are also other cities to be explored, even small ones such as Port Elizabeth, in the Algoa Bay, which is connected to Cape Town by the picturesque Garden Route, a costal road dotted with towns and beaches, considered among the most beautiful of South Africa.





Coca-Cola®