



# Cadbury Schweppes.



WATER & CSD SECTOR

**Cadbury - Schweppes**

Melbourne, Australia

>> casepacker

SMI WP 600



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

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

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

# Cadbury Schweppes Australia becomes automated with SMI

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

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

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



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





# Three functions in one: grouping, wrapping, sealing

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

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

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

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

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

