



# Inbesa



WATER & CSD SECTOR

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



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

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



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

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



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

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

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

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

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



## INBESA

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

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

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

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

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

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

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

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



# Water market:

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



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

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

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

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



**INBESA**  
 INNOVACIÓN  
 DE BEBIDAS S.A.

## ■ Sanpellegrino group

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

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

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

In the ten production lines of Ruspino plant, in addition to the renowned mineral water and aperitifs,

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

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

