

SMLC PEPSICO

SETTORE BIBITE

Société Moderne Libanaise pour le Commerce

Beirut, Libano

Group: PepsiCo International

- ❖ Smiflexi SK 600T Shrinkwrapper
- Smiflexi SK 450T Shrinkwrapper
- Smiflexi LSK 35F Shrinkwrapper



GEO LOCATION



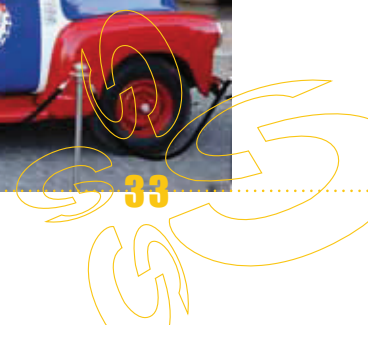
2 012 is a year for celebration for the Pepsi Cola brand in Lebanon: in fact, the Société Moderne Libanaise pour le Commerce SMLC, historical bottler and distributor of the popular American soft drink celebrated 60 years of strategic partnership with PepsiCo on



May 23, 2012 with a very special event held in Beirut at the elegant complex of Le Pavillon Royal in Biel, which was attended by over 800 guests invited by Walid Assaf, CEO of SMLC.



The event was a great success among the guests and confirmed the professionalism and commitment of the Lebanese company that also received the important award of "Best Pepsi Cola bottler in the world" in 2011.



SMLC AND SMI

THE ORIGINS OF A SUCCESS LASTING 60 YEARS

L The Société Moderne Libanaise pour le Commerce is a prestigious client for SMI; the origin of the collaboration between the two companies dates back to 1995, when SMI supplied the first automatic shrink film packer to the Lebanese bottler.

In the following years, trade relations were further consolidated with the supply of 5 more shrinkwrappers for the packaging of Pepsi Cola branded products.

The following Smiflexi packaging machines are currently installed in the Beirut production plant:

- three SK 450T shrinkwrappers, for the packaging of 0.5 - 1.25 - 2.25 liter PET bottles and 0.185 - 0.25 - 0.33 liter cans in a variety of pack collations in film only, pad+film and tray+film configurations;
- one SK 600T shrinkwrapper, for the packaging of PET and glass bottles;
- one LSK 35F shrinkwrapper, recently provided to meet the growing production requirements of the PET and cans line.

SMLC pays particular attention to market trends; in fact, in order to meet new consumer demands adequately, it relies only on partners such as SMI and Novadim, SMI's agent in Lebanon that acts promptly, thanks to its own local staff, to provide adequate after-sales commercial and technical support.

Société Moderne Libanaise pour le Commerce (SMLC) was founded in 1952 by Toufic Assaf and his brothers Youssef, Salim and Anis who that year obtained the first license to bottle Pepsi Cola products in the East.

Today, after 60 years, SMLC is one of the largest companies in the Lebanese





market, with a broad portfolio of products including Pepsi Max, Diet Pepsi, 7UP, Mirinda, Tropicana, Lipton Ice Tea and AMP.

Continuous investments in new production technologies are a cornerstone in the development plans that the company has adopted from the very beginning.





These investments have allowed SMLC to become an important resource for the country in terms of jobs and economic growth.

To celebrate this Lebanese Pepsi Cola bottler' 60 years of business, festivities could not be missed and indeed took place on May 23, 2012,

during which two important awards were presented to Walid Assaf, CEO of SMLC, by PepsiCo USA: the first was awarded by Sanjeev Chadha, PepsiCo MEA Chairman and the second by Amer Sheikh, VP Finance and CFO of PepsiCo MEA.



⚡ Above

Walid Assaf (on the right) receives two important awards from Sanjeev Chada (on top), President of PepsiCo MEA, and from Amer Sheikh, VP, Finance and CFO of PepsiCo MEA.



INSTALLATION / SMLC PepsiCo



On receiving both awards, Walid Assaf took the opportunity to extend his thanks to all those who contributed to the success of the company's development process, emphasizing that the results achieved would not have been possible without the dedication and efforts of all SMLC staff.



BEIRUT: ECONOMIC AND CULTURAL CENTER

Société Moderne Libanaise pour le Commerce is located in the beautiful city of Beirut, capital of Lebanon.

Beirut is the main financial, banking, insurance and trade center in the Middle East and, thanks to its cosmopolitan history, is a very important cultural and academic center.

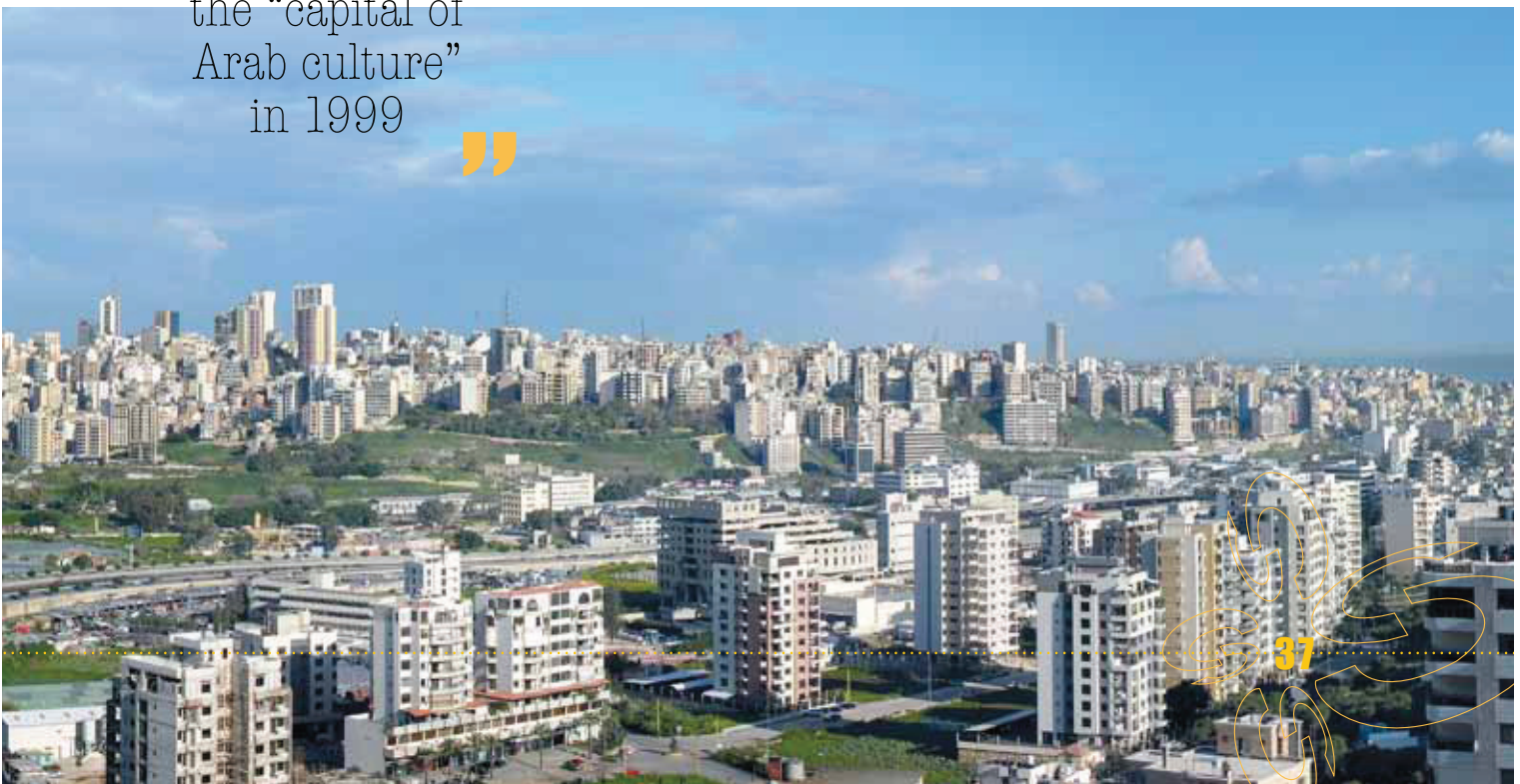
Beirut is considered one of the most important cultural capitals of the Middle East and in 1999 was named the "capital of Arab culture".

It hosts universities, museums, cultural centers, art galleries and festivals, which make it an international city both in actual fact and in the collective imagination of the West.

Beirut is also the seat of ESCWA (United Nations Economic and Social Commission for Western Asia) and the regional offices for the Arab world of UNESCO's International Labour Organization.



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PEPSI COLA

A SPECIAL STORY

As attested by its truly special story, Pepsi Cola is a revolutionary drink that has spanned ages and countries, has been around the world and won the favor and support of millions of people fascinated by its unique flavor. It all began back in 1898 in a small North Carolina town, in the United States, where pharmacist Caleb Bradham sought to create a cola-based drink that was healthy, refreshing and, above all, digestive;

from his experiments came the drink that is still known around the world as Pepsi Cola, the name of which is derived from the "pepsin" enzyme used to produce it.

The success of the new product was so sudden that in 1903 Bradham decided to expand his business outside the confines of the small town of New Bern and found the Pepsi Cola Company.

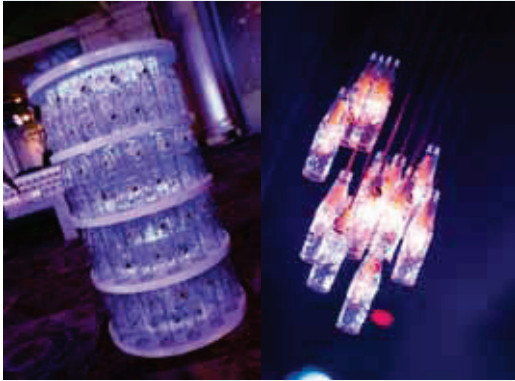
Since the early days, the company, set

up for the production and marketing of Pepsi Cola, had two essential priorities: attention to the packaging and attention to the consumer.

In 1907 the beautiful and practical glass bottle was launched, which decreed the success of this drink throughout half of all the United States; with a production capacity of 250 bottling plants, Pepsi Cola Company expanded internationally in the 30s to Latin America, Canada and the Soviet Union and moved its headquarters to Long Island, near New York City.



INSTALLATION / SMLC PepsiCo



In the fifties the advent of supermarkets and department stores changed market rules and Pepsi was ready to seize the tremendous growth opportunities opened up by the creation of the "consumer society". In the fifties even the Société Moderne Libanaise pour le Commerce was started up and began producing and marketing the drink, which is now renowned worldwide, in Lebanon and in the Middle East. This is the Pepsi Cola story, all in "one gulp": a drink, a brand, a company that was able to build a solid, dynamic and fun relationship with the consumers of its products.



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