



Suntory.



WATER & CSD
Suntory
 Suntory Ltd. Group
 Kumamoto, Japan
 >> shrinkwrapper
 SK 450 T



On top: the Aso volcano
 in the Japanese city of
 Kumamoto

- The heat-shrinking film: an innovative packaging for the Japanese market.

The launch on the Japanese market of the “Tennensui Aso” natural mineral water represents an interesting novelty, both for the type of product introduced, a “new entry” in the company’s wide range, and for the package “look”. In Japan most products are, in fact, distributed in a cardboard box. Suntory Limited has decided to use heat-shrinking film, relying on the advanced technology of SMI machines. This type of packaging offers a cost-effective alternative to corrugated cardboard and it plays a key role in the product marketing strategies, since the use of film printed with decorations and images allows to catch the consumer’s eye. Packages made with heat-shrinking film can be more easily handled, conveyed and recycled.



■ Suntory Limited's dynamism is effectively synthesized in the company slogan "Yatte Minahare!" (Go for it!).

The renowned Japanese group is determined to supply a unique tasting product, which can satisfy the palate and be aesthetically good to look at. It knows the consumer's taste changes and so it commits to differentiate its production to follow the market trends.

The Osaka-based company is eclectic both in the variety of products and in the constant innovative packaging. It recognises the importance of the wrapping to catch the buyer's eye and in supplying content information.

In 2008 the Kumamoto establishment of Suntory Limited invested in the installation of a 36,000 BPH PET line to bottle "Tennensui Aso" natural mineral water, entrusting SMI with the supply of a SK 450T shrinkwrapping machine: 2 l square bottles are clustered in 3x2 film only format, whereas the 0.5 l round bottles are packaged in tray and film 6x4 format.

SK series is constituted by fully automatic machines for packaging plastic, metal or glass containers.

Depending on the model chosen, it is possible to make packages in film only, cardboard pad and film, tray only, cardboard tray and film, reaching a



maximum speed of 360 packs per minute. All SK models feature an electronic system for product grouping and are available in single or double lane operation.

They are also equipped with automatic format change and electronic control of the film-cutting unit, by means of a brushless motor.

This guarantees constant film tensioning and better cutting precision. In this way, the package aesthetic quality gets highly improved.

■ Suntory's origins

Suntory Limited was founded in 1899 when Shinjiro Torii opened a wine shop in Osaka and started to produce and sell his own wine "Suntory".

In 1921, following business growth, the "Kotobukiya" company was founded, changing its name to "Suntory" in 1963 (named after the popular product), and started to produce beer as well with the same name. In 1997, the company became a licensed bottler and distributor of the Pepsi Cola drinks in Japan.



Suntory:

A product range for every consumer's tastes

■ Suntory Limited is the eldest alcoholic beverages producer and distributor in Japan and has, in years, extended its activity to Asia (mainly China), to the United States and to Europe (in particular Scotland and France).

It has, in time, confirmed its success thanks to the capacity to differentiate the product range and keep up with consumers tastes.

The beverages sold by the Japanese group represent the answer to the market trend for the various drinks categories:

- > LEMON is an authentic Japanese green tea-based beverage, launched in 2004
- > the SUNTORY OOLONG TEA has become a very popular brand
- > BOSS is canned coffee nicknamed "The worker-friendly coffee"
- > PEPSI is the famous cola-tasting beverage





▪ Water for life

Suntory Limited promotes environment defence, as shows the "water for life" slogan, which expresses the group's commitment to protect water, source of life and "infinite and precious land resource".

The company announces the will to work towards a sustainable society, "resonant of people and nature", and invests in activity to safeguard green spaces, developing eco-friendly and recyclable products.

The programme for forest protection titled "Natural Water Forest" and the opening of the "Suntory School of Forest and Water" to educate children to respect the environment are amongst the most recent initiatives. Suntory Limited recognises that many ingredients of its products are nature's gifts, and demonstrates its determination in safe keeping it.



> the DAKARA drink is reputed to be the "daily healthy drink"

> SUNTORY NATURAL WATER is a natural water from an uncontaminated source.

The company's aim is to enrich its offer "so that each consumer can enjoy his favourite drink, anywhere and at any time".

