

VOLVIC

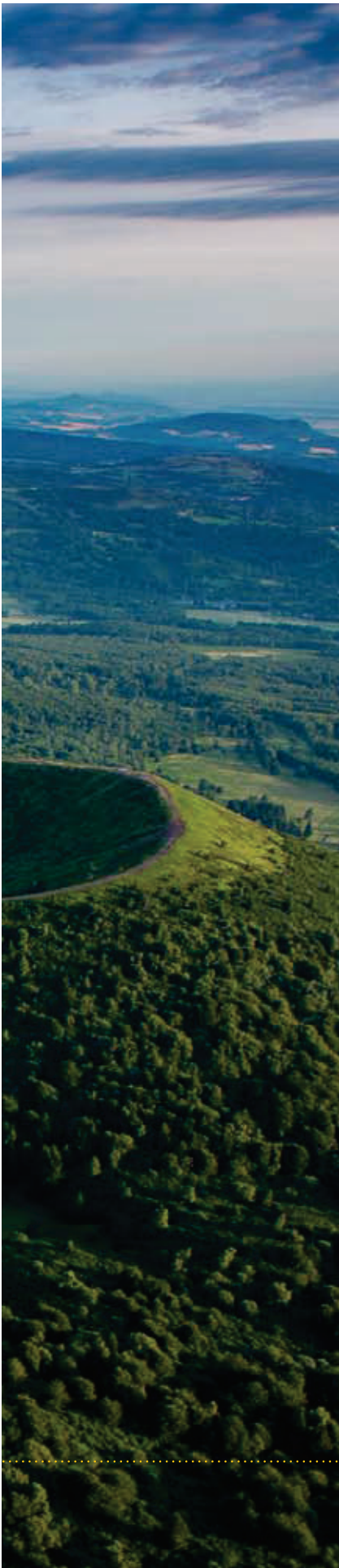
WATER SECTOR

Société des Eaux de Volvic SA
BP 35, Volvic, France
Group: Danone

- Smiflexi WP 400 wrap-around casepacker
- Smiline Conveyor belts



GEO LOCATION



Volvic natural mineral water is unique from every point of view; its uniqueness is due to the land from which it springs, i.e. the French region of Auvergne.

Auvergne is a pristine territory, rich in minerals and substances that contribute to enrich its 109 sources of natural mineral water: among these, Volvic water is the most celebrated and well known worldwide.

The Société des Eaux de Volvic SA, which since 1992 is part of the French food group Danone (water division), has always been very attentive to sensitive issues such as sustainable development, respect for the environment, quality and purity of the product.

For this reason, the entire bottling, packaging and distribution production process of the Volvic plants is designed according to these values.

Speaking of product quality, for example, the French company recently installed a Smiflexi WP 400 wrap-around casepacker in its lines, capable of packing up to 40

cardboard boxes per hour containing 24 PET bottles of 0.33 and 0.5 liters of natural water intended mainly for the Japanese market.

As known, Japanese consumers are very demanding and want a very high quality product, both from the point of view of its organoleptic properties and that of the packaging used to pack it.

As such, for this project Volvic aimed at an advanced technology SMI system capable of effectively responding to the expectations of the Japanese market.



⚙️ Below and to the left

The Volvic production plant is located in the green volcanic region of Auvergne (Photo: Xavier Lefebvre).



THE QUALITY OF THE PACKAGE: A PRIORITY

The Smiflexi WP 400 wrap-around casepacker installed at the Volvic plant was chosen to provide above-average performance in terms of operational efficiency, protection of the finished product, high reliability of the packages during logistics and distribution.

The corrugated cardboard boxes made by the WP 400 casepacker must in fact face a long series of steps within the distribution system without ever compromising the quality of the product; not an easy task, considering that Volvic water is exported all the way to Japan, a very demanding

market where the slightest flaw, such as a bottle with a slightly crooked label or a slightly damaged package, will lead consumers to immediately reject the product.

Therefore, the protection of the bottles from shock and breakage and the resistance of the packaging are the key objectives that the Smiflexi packer must ensure, both during the packaging process, transport and distribution to the points of sale.

For this reason Volvic decided to install a casepacker with the wrap-around system, the only one which "builds" the cardboard box around the product and encloses it within; thanks to this system's continuous operation, the finished pack is formed inside the bottle-grouping station, with no machine downtime.



This system avoids collisions between the blank and the product and the result is an aesthetically perfect package, more stable and durable, with clear advantages in terms of logistics and optimization of space occupied by the packaging materials. The wrap-around system, furthermore, allows you to create diversified packaging as regards shape and appearance, with a high level of customized graphics, all to the advantage of the marketing of the product; in addition, many containers can be packed both in completely closed cardboard boxes and in open trays.

The WP series of Smiflexi packers can even create cardboard boxes with the side flaps open, overlapping or matched, with preformed cardboard separators placed in between the bottles and easy opening (as well as various types of special boxes and trays).





THE ECO-SUSTAINABLE COMMITMENT

You can even experience the pristine environment from which Volvic water springs through guided tours organized by the company.

To cope with this activity, over 50 years ago Volvic created an information space that welcomes over 80,000 visitors each year, from which fascinating routes and trails start, to discover the secrets of this unique water, whose bottling company has always operated fully respecting its environment and surrounding ecosystem.

Utmost attention to issues such as sustainable development and

the protection of land resources are central to the research & development of this French company, which adopts eco-friendly production processes and distribution systems. For example, the Société des Eaux de Volvic uses plastic bottles among the lightest in the industry whose weight has been reduced by over 30% in the last 15 years; in addition, the bottles were produced using recyclable PET with no less than 25%.

The "eco-packaging" concept is part of Volvic's history as it was, in fact, one of the first companies to:

- introduce PET for bottling its own water;
- use recycled plastic material (rPET) to produce the bottles;
- produce environment-friendly formats, such as the 8-liter "Fontaine" bottle and the 3-liter "Eco" bottle;
- introduce plastic of partially vegetable origin in France.

Thanks to these innovations, the carbon footprint of Volvic's packaging dropped 35% between 2008 and 2011.



ボルビックのお買い上げ1リットルごとに、アフリカに貢献で家庭にまで10リットル送られます。

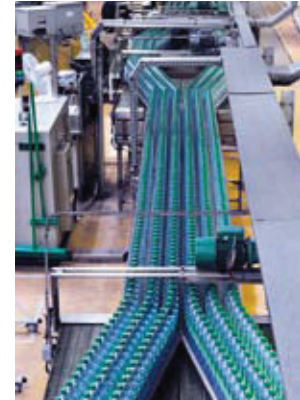




Recognizable by the green cap, the 0.5 liter and 1.5 liter Volvic bottles were the first in France to be produced with a type of plastic 20% of which was of vegetable origin (which does not mean, however, biodegradable); this product favors the use of renewable materials and allows at the same time to restrict the use of fossil fuels such as oil for

VOLVIC'S HISTORY

The name "Volvic" is the contraction of the Latin Volcani Vicus, meaning "land of volcanoes", used by the Romans to designate the region where the source is located. The riches of the hydrological basin of Volvic were already known in the late nineteenth century but only in 1927 an important water source was discovered further to the initiative of Dr. Moity, Mayor of Volvic. An underground 700-meter long tunnel was built to reach the source (Goulet source). The first bottles of this water were marketed in 1938 by a



local company, which became the Société des Eaux de Volvic in 1958; back then the annual production was 200,000 liters. In 1961, mountain Puy de Dôme was perforated and the Clairvic source was discovered, from which the Volvic water still flows out; in 1965 the French company began to diversify by creating Oasis, a soft drink made from fruit and natural mineral water, while in 1969 the classic glass bottle was replaced by one of the first PET plastic bottles used in Europe for bottling water. While the production of Volvic water was up to 200 million liters in 1984 (France and export), the Perrier Group bought the Sellier-Lebranc company, owner of the Société des Eaux de Volvic. In 1993 Volvic became part of the Danone Group and in 1997 the company launched the first recyclable PET bottle. Thanks also to its packaging in the 0.5 liter and 1 liter sizes and the 8-liter water bottles, Volvic has become the major player of the French natural water market.



the production of the traditional PET, which is composed of two molecules: 70% terephthalic acid (PTA) and 30% mono ethylene glycol (MEG).

In the case of the "vegetable" bottle, MEG is produced using the syrup of sugar cane and this allows to replace one of the two molecules with a vegetable substance without altering the final chemical composition of the PET.

Even Volvic's entire bottling system was designed and fully automated to preserve the qualities of this natural water, which covers a very short route from the deep volcanic aquifers where it originates up to the sealed internal environment of each bottle, thus preserving purity, taste and properties.



THE DANONE GROUP AND THE WATER MARKET

Danone is a multinational company of the "food & beverage" industry which boasts the world record in the fresh dairy products sector and the second market share (by volume) in the bottled water sector. The company packages approximately 18 billion liters of water every year for a specific turnover of about € 4 billion (one fifth of the total turnover) and monitors internationally distributed key brands, such as Evian and Volvic and a large portfolio of very strong brands at regional level as Aqua in Indonesia, Bonafont in Mexico and Żywiec Zdrój in Poland. Danone is very active in the field of water coolers, where it operates through the Danone Eden Springs joint venture, second in Europe in this specific sector.

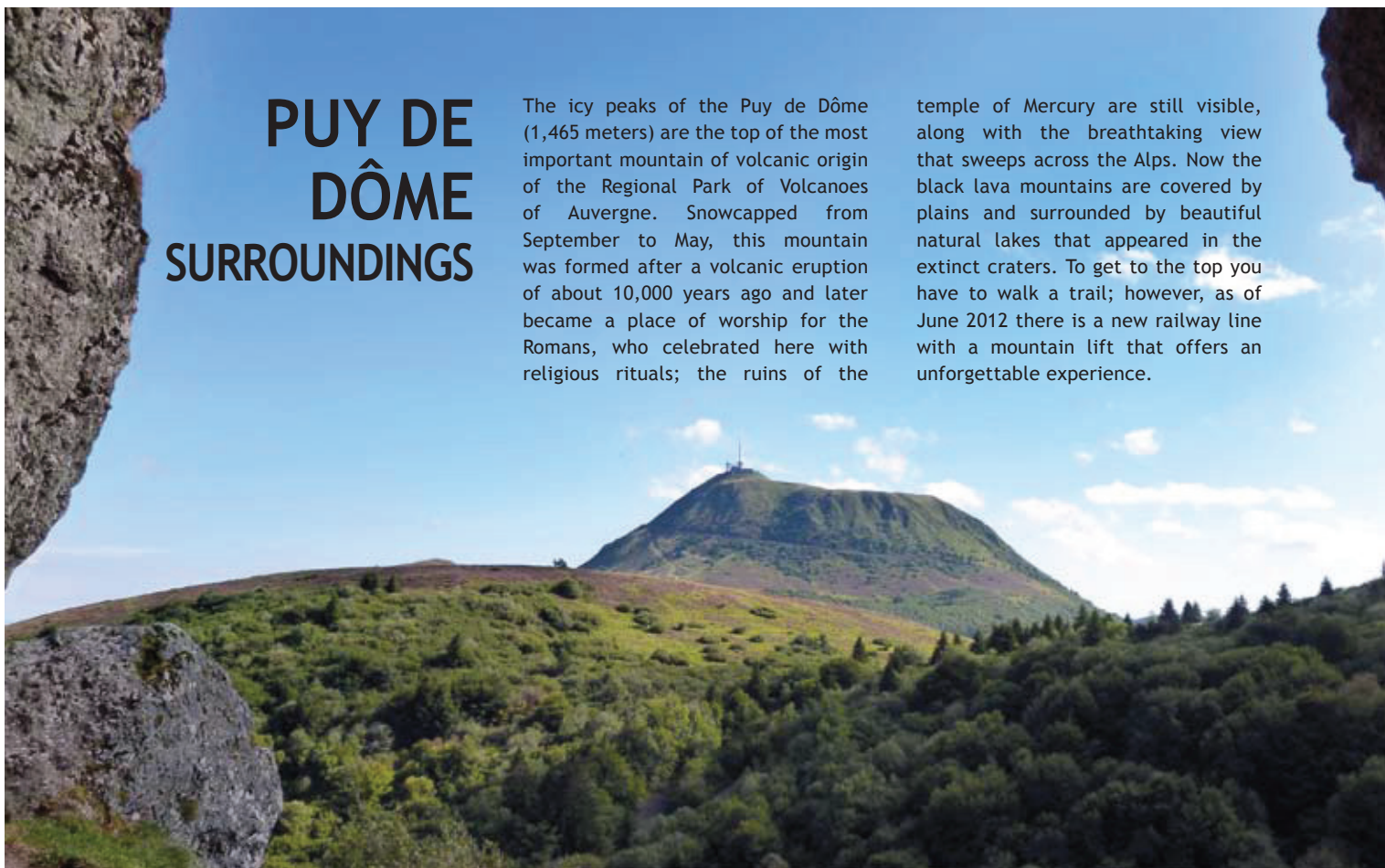


INSTALLATION / Volvic

PUY DE DÔME SURROUNDINGS

The icy peaks of the Puy de Dôme (1,465 meters) are the top of the most important mountain of volcanic origin of the Regional Park of Volcanoes of Auvergne. Snowcapped from September to May, this mountain was formed after a volcanic eruption of about 10,000 years ago and later became a place of worship for the Romans, who celebrated here with religious rituals; the ruins of the

temple of Mercury are still visible, along with the breathtaking view that sweeps across the Alps. Now the black lava mountains are covered by plains and surrounded by beautiful natural lakes that appeared in the extinct craters. To get to the top you have to walk a trail; however, as of June 2012 there is a new railway line with a mountain lift that offers an unforgettable experience.



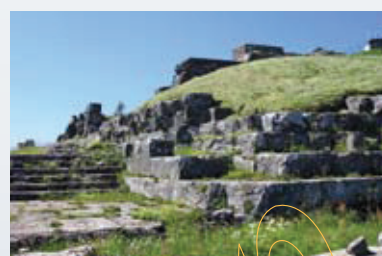
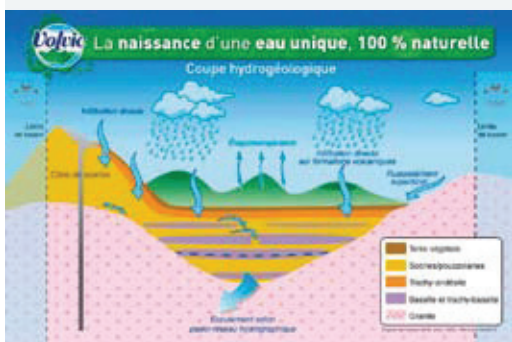
THE THERMAL WATER OF AUVERGNE

Part of Auvergne's thermal waters is effervescent natural and contains carbon gas: this phenomenon is due to the region's "recent" (fourth millennium BC) volcanic activity; other waters contain salts that are beneficial to the body.

The many sources and springs in the Auvergne region are due to the quality of the environment and to the exceptional properties of its volcanic rocks and, specifically, to the cinder that filters the surface water.

By crossing the "pozzolanic ashes", this is how rainwater is cleaned of all harmful elements, partially demineralized and then charged with rare elements that it absorbs during its passage.

Flowing beneath the lava, these very pure mineral waters can be captured when they emerge to the surface, as is the case for the Volvic water.



IF YOU'RE LOOKING FOR A NEW WORLD, YOU WILL FIND IT IN AUVERGNE!

For nature lovers, the quality of Auvergne's natural environment will certainly satisfy every desire: lakes, volcanoes, valleys, forests, ponds, incredible fauna and flora.

Auvergne is a region in south-central France, near the Massif Central, which was formed at the end of the Paleozoic era; it is a plateau interspersed by deep valleys with some volcanism episodes, occurred in the Cenozoic era, which gave rise to the mountainous areas that characterize the entire region.

Auvergne is named after the Gallic

population of Arverni, powerful confederation of tribes, who lived in this region as early as the second century BC and who were one of the richest people of the time thanks to the many mines of gold, silver and other precious metals they were able to find and exploit.

Of the Arverni people, history remembers them above all for one of their kings, Vercingetorix, who in 53 BC began to attack the Roman troops with increasingly insidious guerrilla operations, until he was defeated by Julius Caesar in the famous battle of Alesia.

109 sources (including that of Volvic), almost a hundred volcanoes, more than 20,000 kilometers of rivers... Auvergne is one of the largest protected areas in Europe, a perfect destination for outdoor enthusiasts: skiers, hikers, mountain-bikers and paragliders.

This vast territory, which includes peaks hidden in the clouds, snow-covered plains and green valleys, makes up the "Parc Naturel Régional des Volcans d'Auvergne", which includes much of the western Massif Central; with its 395,000 hectares, it is the largest natural regional park of France and spans two departments: the Puy de Dôme and the Cantal.

The source of the Volvic water is within this fascinating region, characterized by remarkable flora and fauna; this is why they say that Volvic water is born from the heart of the Regional Park of the Auvergne Volcanoes and that, due to such privileged origin, it stands out for purity and quality.

All thanks to nature and the Volvic volcano of Puy de la Vierge that overlooks the elegant surrounding valley with its 1900 meters above sea level.



