

PROCORDIA

JUICE SECTOR

Procordia
Kumla, Sweden
Group: Orkla Group

- 14,400 BPH PET LINE
- Smiform ECOBLOC® 8-42-8 VMAG integrated system
- Smiline conveyor belts
- Smiflexi SK 350 T shrinkwrapper
- High pressure compressor



VIDEO



GEO LOCATION



Sweden: an unforgettable journey through the senses of taste, touch, smell and sight.

Sweden, as well as other Nordic countries, has a generous and unspoiled nature, offering exotic flavors in a contemporary way.

From the far North of the Arctic Circle to the fertile plains of the southern tip (over 1,500 km), this great Scandinavian country features completely different climatic regions characterized by a rich diversity of flora and fauna and unique culinary traditions that can count on first choice ingredients.

In Sweden, unconditional love for nature is seen and perceived everywhere, even in the industry.

Procordia, a leading company in the production, marketing and sale of a wide variety of foods and drinks, with brands among the best known and appreciated, clearly expresses this emotion and sums it up in this slogan: "our love for food & beverage will conquer the hearts of people", which is the basis of the company "vision".

This Scandinavian company has production units ranging from north to south in Sweden, which every day

produce a great variety of foods & beverages that enable consumers to rediscover the joy and pleasure of tasting genuine products with a unique flavor.

For example, in their facility in Kumla, a small town in southern Sweden called "the paradise of fruit and berries", Procordia achieves an excellent production of fruit juice-based beverages.

This is where the Swedish company recently installed a 14,400 bph production line, implemented by SMI, which includes a Smiform ECOBLOC® 8-42-8 VMAG model integrated system for stretch-blow moulding, filling/capping, a Smiflexi SK 350 T model shrinkwrapper and bottle handling conveyor belts.





LOVE FOR FOOD & BEVERAGES:

THE SECRET TO WIN PEOPLE'S HEARTS

The variety of foods and beverages produced by the Procordia plants is truly exceptional: meatballs, pizza, seafood products, frozen

potatoes, mashed potatoes, fresh pasta, ketchup, vegetables, sauces, beverages, snacks, jams and marmalades, cakes and a variety of ready meals: such a wide-ranging offer that allows this company's products to be present on the tables of millions of Swedes every time they get a chance to consume foods and beverages, whether at work, at school or even only at home.

Good food is obtained by paying great attention to the quality of raw materials, the genuineness of the meat and vegetables and the level of efficiency and hygiene of the packaging and distribution production processes.

This is why Procordia offers only first-rate products, since their consumption has a direct and indirect impact on the health and welfare of the Swedish population.

The company's aim is to be able to offer a wide variety of selected foods for any moment of the day (breakfast, snacks, lunch and dinner),

*Sweden's
tastiest brands*



while maintaining priority attention to the environment and the quality of resources used, interacting with customers and suppliers to promote a responsible and sustainable company and safeguarding the territory in which it operates.

INVESTING IN THE ENVIRONMENT: A CORPORATE PRIORITY AND A SOCIAL NECESSITY.

The predominant factor of Procordia's company "vision" is to use resources as efficiently and responsibly as possible and, when feasible, reuse and recycle them; objectives that can only be reached using production processes and innovative technologies that allow maximizing resources, saving energy and protecting the environment. Furthermore, in the Swedish company's plants even packaging must be done responsibly, designed to meet the most stringent criteria of practicality, safety and eco-sustainability. The entire production cycle is continuously monitored to detect the water energy consumption, recycling of packaging materials and dioxin emissions to be able to check in real time energy efficiency level and environmental sustainability. Among a number of R&D projects on which Procordia is working, some are dedicated to reducing the packaging used in the packaging process. In these projects, the Swedish company works closely with its suppliers in order to jointly develop economically viable and eco-friendly solutions for use in its own production plants.

“ In Sweden, unconditional love for nature is seen and perceived everywhere, even in the industry. ”





To achieve this aim, Procordia continually invests in new production technologies and requires its suppliers of machines and systems to comply with its corporate values and share its policy of corporate social responsibility. The company's ultimate supreme goal

in all its activities is, in the end, the well-being of future generations to whom today's society must responsibly guarantee the ability to keep enjoying the good things in life and nature's beauties. The three "pillars" on which the work of Procordia stands are represented by simple but fundamental values



THE ORKLA GROUP

Procordia is part of the Norwegian Orkla ASA Group, a Nordic supplier of branded consumer goods and concept solutions to the grocery and out-of-home sectors; with a turnover of 30 billion NOK (Norwegian Kroner), approximately 3.7 billion Euros, and 28,000 employees. The Orkla Group holds several strong positions in India, Russia and Austria. Moreover, Orkla Food Ingredients is a major supplier to the European bakery market. In addition to Procordia Food, the Orkla Brands division includes many other major Northern European food companies such as Stabburet, Bakers, Beavais, etc. The Orkla Group also operates through the Sapa division - specializing in solutions for the production of aluminium for the construction industry, systems of energy production from renewable sources, heat exchangers, etc. - and the Investments division - specializing in financial investment.



such as the direct relationship with nature, the love for high quality food and curiosity at its fullest, understood as the company's ability to innovate and embrace new recipes, tastes and products while always respecting the culinary traditions of Nordic countries.

Our plants



MODERN TECHNOLOGY

HELPS THE ENVIRONMENT

The installation of the new Smiform ECOBLOC® 8-42-8 VMAG integrated system at the Kumla plant is included among the projects of environmental responsibility of Procordia's company policy. In fact, the main advantage of this compact stretch-blow moulding, filling/capping system is the absence of the bottle rinsing machine and

connecting belts between the blow moulder and the filler, which allows reducing electric energy consumption thanks to the fewer motors to be powered and also eliminating the consumption of water needed to rinse the bottles. Besides, the integration of multiple machines in a single block guarantees lower running and maintenance costs compared to traditional solutions

based on separate machines. Moreover, you can install the accessory ARS (Air Recovery System) device on the stretch blow-moulding module that allows you to save up to 40% of high pressure compressed air

used in the production process of PET bottles, and up to 20% of the energy required to run the system. The air recovery system consists in two exhaust valves mounted on every single stretch blow-moulding station: the first valve introduces air into the recovery system tank while the second one discharges air that cannot be recycled. This system allows a significant reduction of energy costs and a saving up to 40% in the consumption of high pressure compressed air, of which a part is recovered and reused to supply the pre-blow-moulding circuit at low pressure and the machine utilities circuit. In case the pre-blow-moulding or utilities circuits do not

exploit all the recovered air, excess air can be used to feed the low pressure line of the utilities on the outside of the machine. Innovative solutions have been applied also to the filling module of Smiform's ECOBLOC® compact systems to limit water and energy consumption. In fact, the filler is built according to "Baseless" technology dictates, which have the great advantage of significantly reducing the use of water to clean the system thanks to the fact that the area below the bottles is completely empty. The motors and motion transmission equipment are located in the upper part of the machine. This means that the base is free from moving mechanical components, i.e. great ease of access and cleaning of all parts of the system. In addition to that, "Baseless" technology allows reducing maintenance and intervention time and costs, in addition to offering an environment devoid of contamination with a high level of hygiene. The compact ECOBLOC® 8-42-8 VMAG integrated system installed at the Procordia production plant in Kumla blow-moulds, fills and caps two different types of 0.5 litre PET bottles, one 0.95 litre PET bottle and





**PROCORDIA:
FROM THE ORIGINS UP TODAY**

The story of Procordia began in 1838 when the founder of Abba, Christian Gerhard Ameln, started his business with fish and herring in Bergen, Norway. In 1848 the company Ekströms was founded in the Swedish city of Örebro by Henrich Ebergard Ekström, a food industry entrepreneur who was the first to launch chocolate bars on the Swedish market. In the next decades, this businessman's affairs were intertwined with those of three other brilliant entrepreneurs: Ragnar Wollin, Herbert Felix and Frank-Olof Jansson; all were innovators and each had a special ability in using local raw materials to develop new and delicious foodstuff: Wollin was the first to produce excellent wines, Felix "invented" ketchup, mashed potatoes and "Bostongurka" - a pickled cucumber sauce - while Jansson was successful with orange pumpkin. Each one founded his own production company, which then merged with Ekströms to give rise to what is now Procordia: innovative ideas, dedication to work and the efforts of those four great men to provide consumers with genuine food and practical solutions are values that are still at the base of the "mission" of this Swedish company. The company Frödinge was started in 1929 by dairy farmers and its famous cheesecake was born in 1955. On July 1, 2013, Procordia, Frödinge and Abba Seafood became one company, a result of Orkla's decision to strengthen the Orkla Group's competitiveness in the Swedish market. The new joint food company portfolio includes some of the most appetizing and tasty brands on the Swedish market and is an exciting workplace for some 1,400 people. The purpose of forming one joint company in Sweden is to create a stable platform for future growth and development of the three companies' brands. Procordia carefully prepares foods and beverages, paying the utmost attention to quality of ingredients, people's health and environmental sustainability of its production processes. The company owns several brands, very well known not only in Sweden, such as: Abba, Abba Middagsklart, Kalles, Frödinge, Felix, BOB, Ekströms, Risifrukti, Grandiosa, Önos, Mrs Cheng's, Kung Gustaf, Fun Light, Grebbestads, JOKK, Den Gamle Fabrik, Ejderns, Svennes, Hållö, Lucullus, Limfjord, Liva Energi and Paulúns. Procordia, the headquarters of which is located in the city of Eslöv, in the County of Skåne and only a few kilometers from the cities of Malmö and Lund, has a turnover of 4.8 billion SEK (Swedish Kronor), equivalent to about 548 million Euros; the production facilities are located not only in Eslöv but also in various Swedish locations: Fågelmara, Frödinge, Kumla, Kungshamn, Tollarp, Uddevalla (warehouse) Vansbro and Örebro.

one 1 litre PET bottle at the maximum speed of 14,400 bph; bottles are filled with numerous types of juice without pulp marketed under the BOB and Fun trademarks.

The 0.95 litre bottles were redesigned by SMI to come up with a container with a higher top-load value, therefore more resistant. More specifically, the "restyling" primarily involved the "shoulder" of the bottle while the bottle's body and bottom parts remained substantially the same.

The secondary packaging consists of the tray + film in the 4x3 collation packed by a Smiflexi SK 350 T model shrinkwrapper, which groups the PET bottles arriving from the ECOBLOC® 8-42-8 VMAG in packs of 12.

The 0.5 litre bottles are packaged in trays with smooth edges while the larger 0.95 litre and 1 litre bottles are packaged in trays with edges of different heights. In fact, Smiflexi's SK series shrinkwrappers are characterized by high operative flexibility since, with the same machine, many products can be packed in different

pack configurations based on the specific characteristics of the product.

The fact that you can easily change the type of packaging means you can customize the appearance, size and "appeal" of the packages according to the customer's production or marketing requirements.



**Kumla: the paradise of
fruit and berries**

Beverages made from fruit, fruit syrups, blueberry creams, fruit purees, juices...

any product the basic ingredient of which is a fruit or a berry comes from the Procordia plant in Kumla.

This is where Ekströms, Felix, Bob, Fun Light-branded food & beverages and many others are packaged, the main ingredient of which is fruit. In particular, the "Fun Light" product line is characterized by the continuous launch on the market of new products with innovative tastes, which often are created by unusual combinations of different types of fruit. With an annual consumption of around 60 million units, "Fun Light" is now the leading brand in Sweden in the fruit juice-based beverage sector and in the beverage field in general.



SWEDEN: NATURE LIVES HERE

In Sweden, that with its 449,964 km² is the fifth largest country in Europe after Russia, Ukraine, France and Spain, nature prevails for the joy of all: in the north with its wild expanses, rushing rivers, alpine peaks and the plains of Swedish Lapland; in the south with its rolling countryside and endless beaches; in the east with its Baltic Sea coast and magical archipelago and in the west with its North Sea coast and great lakes. Even in the big cities of Stockholm, Gothenburg and Malmö, lush nature is literally on the doorstep, while the environmental wonders of the Swedish Lapland, the mountains of Scandinavia, the coasts and the archipelagos are available to each and every visitor. With 29 parks covering a total area of 7,316 km², Sweden is pretty much a huge national park. The Sarek National Park, the first to be established in 1909 in Sweden and in Europe, is located in Swedish Lapland and, despite the wide green grasslands, is dominated by mountain ranges covering almost 90% of the

total area. Even the National Park of Abisko dates back to 1909, located 195 km south of the Arctic Circle and that houses, from the beginning of the twentieth century, a permanent scientific research station. The landscape of this area is truly breathtaking and when you reach the top of Mount Nuolja you can enjoy a splendid view on lake Tornesträsk. The Aurora Borealis alone is worth the trip to Sweden, as well as the midnight sun, a phenomenon that occurs every year from late May to mid-July. The Swedes have a special affinity with nature, so much so that it is common practice to spend their free time outdoors, pick mushrooms and berries, swim in lakes, relax with family and friends and enjoy a pristine environment: all eco-friendly activities, which also explain the unconditional love of these people for nature and the strong focus of the Swedes on issues such as ecology and the protection of the environment.

