

# SPUMADOR

## WATER AND BEVERAGE SECTOR

**Spumador S.p.A.**

Como - Sulmona, Italy

**Group:** Refresco Gerber Group

- Smiflexi MP 300 TRBF packer
- Smiflexi SK 600 T shrinkwrapper
- Smiline conveyor belts



VIDEO



GEO LOCATION



City trams and buses cross the streets of Milan with their sides and backs lined with billboards depicting a glass mug filled with a black-colored drink: the year is 1938 and the product in question is Spumador's famous "Spuma Nera".

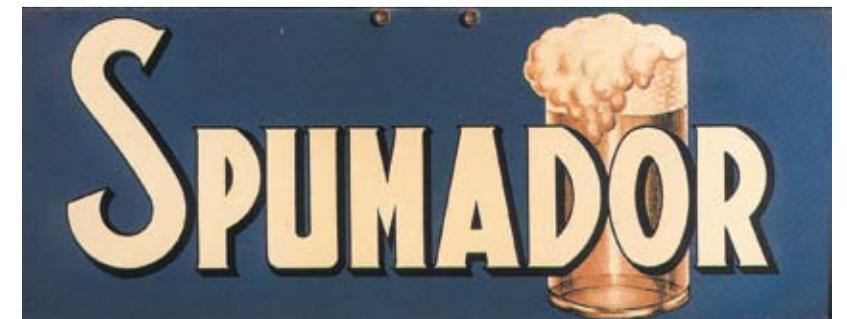


This Como-based company built a great success story on this drink, created from the infusion of seventeen herbs that give it its unique and inimitable taste (different from colas and drinks flavored with sour-orange juice), achieving excellence after the war within the panorama of the Italian beverage industry.

The Spumador company currently has 5 production plants equipped with the latest bottling and packaging technologies, including the packaging machines that SMI provides to the company since 1997.

SMI was also involved in the modernization project of the Sulmona plant, in the province of Aquila, where the Como-based company has installed two Smiflexi latest generation packers: an MP 300 TRBF model cardboard sleeve multipacker and a SK 600T model shrinkwrapper, both equipped with conveyor belts.

The SMI systems installed in the Spumador lines consist of about twenty Smiflexi automatic packers for secondary packaging; recently,





## A STORY... OF TASTE, LASTING OVER 120 YEARS

The story of the Spumador Group begins in 1888, year in which Mr. and Mrs. Verga began the production of soda water in a small factory in Cermenate, a town in the province of Como. In 1922 their son Antonio Verga moved to Caslino al Piano (a natural oasis near Lake Como) where he began to produce a tasty drink called "gazzosa" (soft drink) marketed under the brand name "Spumador". The new drink was an immediate success among consumers, also thanks to the chosen packaging: a glass bottle with a particular shape, enclosed by a glass ball that gives the gazzosa the dialect nickname "ul sciampagn de la balèta", i.e. "the champagne with the ball". 1938 was the year of the legendary "Spuma Nera" (a black effervescent soft drink) created by Antonio Verga from the infusion of 17 herbs, known as "Spuma Nera" or "Spuma

type 1938". Its brewing process is expertly made within the essence room according to a historic and secret recipe which has given it its unique flavor ever since. In the following decades, the range of Spumador drinks was enriched with new products to meet growing and diversified consumer demands until, in 1966, with the acquisition of the Fonte S. Antonio, the Como-based company also entered the mineral water market. The S. Antonio Water soon became a leader, with the glass line, in the door to door family service, in addition to establishing itself in the bar and catering channels. With the advent of PET bottles, in the 80s the Spumador products began to be distributed in supermarkets and mass retail outlets. The Spumador Group greeted the year 2000 with the introduction of modern aseptic bottling technologies and with

the development of new fruit-based beverages. Always true to its core values, vocation for quality and technological



innovation, the Como-based company enriched itself with new spring water brands over the years such as Fonte S. Francesco, S. n A t t i v a and Gioiosa, consolidating its financial strength through the acquisition of Fonti San Carlo and Acque Oligominerali Valverde (in the early 90s) and Fonte S. Andrea (in 1998). Spumador uses the most advanced bottling technologies and daily monitors the entire production

### REFRESCO GERBER GROUP IN SHORT

Refresco Gerber is the European leader in the production of soft drinks and fruit juices for commercial brands and among the main industrial suppliers for leading international brands. Thanks to the merger of 12 November 2013 between the Refresco and Gerber Emig Groups, today Refresco Gerber can boast really important numbers: a yearly turnover of 2.3 billion Euros, 4,700 persons in 9 countries. With Spumador, the Group was able to expand its market share in geographic areas of interest such as Italy. In fact, Spumador is a highly reliable, professional partner for Italian retail, able to offer a rich tradition and a management team that has shown great effectiveness in the development of the company. The entry of Spumador in the Dutch company is of paramount importance for the Como-based company since it offers new opportunities for growth and development, thanks to the sharing of know-how and product portfolios, which will also strengthen the position of Refresco Gerber in the private label sector.



chain to achieve the highest standards of quality and best batch traceability. In addition, the company performs rigorous lab tests, specializing in the chemical and bacteriological fields. In 2008 Spumador celebrated its 120 years in business, with a strong entrepreneurial tradition of great success and a leading role in

the excellence of Italian beverages. Today's numbers are witness to this success: more than 400 employees and five factories - Cadorago-Caslino al Piano (CO), Sant'Andrea (PR), Spinone al Lago (BG), Quarona Sesia (VC) and Sulmona (AQ) -, 900 million bottles produced each year

(equally divided between soft drinks and mineral waters), 21 bottling and packaging lines. In 2011 Spumador S.p.A. became part of the Dutch Refresco Group B.V, European leader in the production of private labelled non-alcoholic beverages and fruit juices, today called Refresco Gerber Group after the recent merger with Gerber-Emig.

# SPUMADOR

## AND THE SULMONA PRODUCTION SITE



The Sulmona factory (in the province of L'Aquila) was purchased by Spumador in November 2011. The drinks and aperitifs produced in this new industrial location have allowed this company, among other things, to increase its widespread distribution, especially in south-central Italy. The industrial modernization plan

implemented by Spumador in the industrial site of Sulmona has led to substantial capital investment in new machinery for the secondary packaging of the soft drink glass bottle line. The new production line supplied by SMI includes a Smiflexi sleeve packer, model MP 300 TRBF, which packs 0.18-liter and 0.1-liter glass bottles in cardboard sleeves in

"NT" version; more specifically, the 0.18-liter bottles are marketed in the 2x3 cluster format while the 0.1-liter ones are in the 2x3 and 2x5 collations. The SMI packer model chosen by Spumador is very versatile and can also pack cans, cartons and plastic, metal and glass jars in various types of packs. The machine installed in the Sulmona plant is equipped with the BF -

"Bottom Flap" module; this system forms packs with lower containment flaps that strengthen the package's overall solidity, suitable for packaging bottles with special shapes. Smiflexi's MP series consists of automatic machines that package containers of low and medium capacity in cardboard sleeves, in "OTT" or "NT" versions; all MP models feature an electronic system that groups the product and manual format changeovers. The MP packers can also be equipped with the optional automatic format change system: the new format is adapted electronically by brushless motors, and in most cases requires neither the use of tools nor any operator intervention.



Therefore, in these cases, format change just involves selecting the new configuration via the POSYC control panel. The packers of the MP series are the ideal solution for creating "multipacks" with eye-catching graphics, have better impact resistance, are easy to handle, open and store: all features which attract the attention of the consumer to a specific product. Within the same production line of the

Medibev-Spumador plant in Sulmona, even a Smiflexi SK 600T model shrinkwrapper has been installed to repackage the 2x3 and 2x5 clusters arriving from the MP 300 TRBF packer in the 4x6 and 6x5 collations in tray only, film only and tray+film, or in the 6x9 and 6x10 film only collations (only 0.1-liter bottles).

Smiflexi's SK series shrinkwrappers, available in a wide range of models working in single lane and double lane, are equipped with a system that electronically groups the product and that automatically performs format changeovers.

