




WATER & CSD
Arabian Aerated Water Co.
 Sinalco International
 Jaber, Jordan
 >> stretch-blow moulder
 SMI SR 8
 >> shrinkwrapper
 SMI SK450 P

Right: the cutting of the ribbon by Jordan's Minister of Trade and Industry, Eng. Amer Al-Hadeedy.

Who Arabian Aerated Water Co. is

The company was founded in 1953 in Basra, south of Iraq, for bottling "Sinalco" brand beverages, licensed by Sinalco International GmbH & Co. KG.

The production and trading began in 1954, and after two years, a second company was founded in Baghdad, which subsequently became the company's head office.



The immediate success and growing demand brought AAWC to install other productive lines in 1986, and to build a new company in 2000. The German beverages became "leader" on the Iraqi soft drinks market. The launch of two bottling lines in 2005 has been followed by the opening in 2008 of the Al Jaber plant in Jordan.

■ After the 2005 celebrations for its 100th anniversary, Sinalco has celebrated the opening of a new PET bottling line in Jordan. The Iraqi company, Arabian Aerated Water Co., which boasts 55 years of joint venture with Sinalco International, announced the intention to expand its trade into the Syrian-Jordan free trade zone of Al Jaber.

The new manufacturing unit is dedicated to bottle Sinalco beverages of different tastes, like: Cola, Orange, Mela, Cito, Cloudy Lemon and Mulberry. The highest political and entrepreneurial officers attended the opening ceremony; the new establishment opened its doors to the Jordanian Minister of Trade and Industry, Eng. Amer Al-Hadeedy; the Syrian Minister of Economic Affairs and Trade, Dr. Amer Lutfi; Sinalco International Managing Director, Mr. Mongi Goundi; and the Deputy General Manager of Arabian Aerated Water Co, Mr. Hussain Al-Rahmani.

SMI had the privilege to participate to the event by supplying both its machinery for blowing the PET bottles and the secondary packaging.

It can be confirmed that the SMI engineering/trade staff supported Arabian Aerated Water Co. in this important developing project.



Top: moments from the opening ceremony of the Al Jaber plant.

Above: Mr. Hussain Al-Rahmani, Deputy General Manger of Arabian Aerated Water Co. and Mr. Mongi Goundi, Sinalco International Managing Director, during the delivery of the event brass.



From left: The Deputy General Manger of Arabian Aerated Water Co., Mr. Hussain Al-Rahmani, with the Jordan's Minister of Trade and Industry, Mr. Eng. Amer Al-Hadeedy, and Syria's Minister of Economic Affairs and Trade Dr. Amer Lutfi

The opening of the Al Jaber factory was positively welcomed by the inhabitants and by the over 50 employees of the company.

"Sinalco" beverages will initially be sold in Iraq, Jordan and Syria, and later in Saudi Arabia.

■ 7 August 2008: a day which marked the expansion of Sinalco in the Middle East

Al Jaber, 7 August 2008. The official opening of Sinalco's brand new production unit in Jordan took place with a great celebration, which was attended by many authorities from Jordan, Syria, Iraq and nearby countries.

The event was a great success amongst guests, who had the opportunity to see, closely, the state-of-the-art technology of the installed machinery.

Arabian Aerated Water Co. turned to SMI's experience for supplying and installing a 8-cavity rotary stretch-blow moulding machine (SR8 model) and a shrinkwrapper to pack PET bottles in the pad and film configuration.

After an accurate evaluation of the client's expectations, SMI worked hard to study the new

2.25 l PET bottle, and to find the best solution for the secondary packaging of already existing bottles (0.33/1/1.5 l).

The four bottles, blown from the eight-cavity machine at a speed of 12,000 bph (1.5 l) are packaged by an SK 450P shrinkwrapper in 4x3 film only and pad + film format (0.33 l) and 3x2 film only and pad + film format (1/1.5/2.25 l).

■ Packaging solutions as flexible and different as consumers

To support market trend and consumers' preferences, "Sinalco" beverages are proposed in a wide and flexible range, by size and type of packaging. Bottle capacity varies from 0.33 to 2.25 l, distributed in returnable and non returnable glass, in PET and in can.

The original and legendary "Sinalco" bottle is available for the following drinks:

- > **Sinalco Cola**
- > **Sinalco Cola light**
- > **Sinalco Orange**
- > **Sinalco Apfelschorle**
- > **Sinalco Zitrone**

The German brand prefers the innovative and eco-friendly PET instead of the non returnable glass.



Sinalco

Yesterday and today

■ "Sinalco" is the name of a fruit-based soft drink created in 1902 by the German psychotherapist Friedrich Eduard Bilz, which he initially called "Bilz Brause".

It is an health elixir made with a mix of seven tropical fruits and its success was so huge that many tried to imitate it; therefore in 1905 it was decided to register the trademark with a new name to protect the product.

Many contests among customers were launched: in the end the name "Sinalco" was selected, which comes from the Latin expression "sine alcohole", e.g. without

alcohol.

The German beverage started conquering the world in 1907, in particular South America and the Middle East.

In 1937 the red circle, which became its symbol, was created and, in occasion of its fiftieth anniversary, a characteristic bottle was made.

The trademark rights were purchased by the Hövelmann group in 1994 and the Deutsche Sinalco was constituted and three years later became Sinalco International GmbH & Co. KG. A century from its creation, the popular beverage registered its





second greatest triumph: in 2003 - only in Germany - 100 million litres (against 41 million in 2002) were sold, whereas in 2004, after the market launch of the 0.5 l bottle - that joined the already popular 1 l package - 164 million litres were sold.

Today, "Sinalco" drinks can be purchased in 85 countries and, as well as the original product on sale since 1905, the German company proposed different taste variations: orange, lemon, cola, grapefruit, forest fruit, some of which in the "light" version.

Sinalco International GmbH & Co. KG is the worldwide owner of the trademark rights and operates as franchisor, giving a number of subsidiaries in different countries the right to trade its products.

The German company has built a tight relationship with its partners so that all head office directives are respected in terms of essence supply, production recipe, distribution agreements and use of technological applications.

■ PET containers and the respect for the environment

SMI engineering office is constantly engaged in designing new PET containers and is able to offer innovative solutions to clients so as to reduce the quantity of material used in order to lower energy costs.

The "light-weighting", e.g. the study of bottle shape aimed at reducing the weight of preforms, plays an important role.

It is based mainly on the calculation of the "top load", meaning the maximum load the bottle can bear during palletisation.

Huge eco-friendly benefits are gained thanks to the use of oil-based materials.

The reduction of the heat necessary to shape the material also means energy saving.

The advantages of the package recycling are not to be undervalued; in fact it is thinner and, therefore, can be more easily compressed and takes up less space during waste collection.



0.33 litres
1.00 litres
1.50 litres
2.25 litres