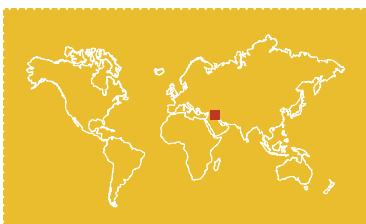


# Al-Tameem.



## WATER & CSD SECTORS

### Al-Tameem

Al-Tameem Group  
Kirkuk, Iraq

- » 3 stretch-blow moulders SMIFORM SR 8
- » 2 shrinkwrappers SMIFLEXI SK 600 T
- » 2 handle applicators SMIPACK HA 70



■ “Al-Tameem Cola” is produced in the multiethnic town of Kirkuk, which well represents the fast economic development and progress recently achieved in Iraq.

Kirkuk, capital of the General Government of the same name, is located in Northern Iraq, at around 250 km from the capital, Baghdad, in that legendary land known in the past as Mesopotamia and sits on the ancient ruins of Arrapha, the town that thousands of years ago was the battlefield of equally legendary empires, such as the Assyrian and Babylonian reigns.

The presence of the country's biggest oil field - which is also one of the most valuable ones in the world - has made the town one of Iraq's most important industrial centres today. But Kirkuk stands for much more than just oil fields. The town, whose history dates back to 5000 years ago, is first of all an important cultural centre, which in 2010 was elected “Iraq's cultural capital” by the Minister for Culture. Kirkuk is also the most multiethnic town in Iraq: walking through the squares in the town's historical centre, underneath the low Ottoman

stone vault, there is a very heterogeneous population consisting in Kurds, Turkmen and Arabs. The town is also a big industrial hub that in recent years was at the forefront of intense development in various economic sectors (including the bottled water and soft drinks markets). From here stems Al-

Tameem Soft Drinks' decision to invest in the purchase of two new production lines, which include the supply of 3 Smiform SR 8 rotary stretch-blow moulders, two Smiflexi SK 600/T automatic shrinkwrappers and two Smipack HA70 handle applicators.



## Bottled drinks: the rapid development of the iraqi market



■ Over recent years the Iraqi bottled water market reported a real economic boom.

Businesses operating in this sector that invested in high-tech machines were able to seize the many opportunities generated by new consumption trends, reporting a substantial production increase and launching new products to meet the consumer market's various needs.

Al-Tameem Soft Drinks Co. is a company that well represents the rapid expansion of Iraq's bottled water and soft drinks sector. In just under ten years, the business was able to build the foundations of its current success, which it achieved thanks



# AL-TAMEEM

to the entrepreneurial talent of its founder, Ahmed Abdulwahap Saleh.

After setting up production in a 5000 m<sup>2</sup> factory in 2000, the Iraqi firm gradually increased its plant's production capacity and expanded its product range.

From here came the need to build new production units: in 2009, after just nine years from its creation, its production area covered over 92,000 m<sup>2</sup>.

Motivated by the desire to meet the needs of Iraqi consumers, Al-Tameem Cola started to heavily invest in cutting-edge technology and since 2006 has been relying on SMI's professional and competent service for the supply of new systems.

Al-Tameem choose the Italian company also for



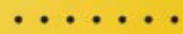
its 14.400 BHP lines and asked it to create the best solution for the production of multi-flavoured drinks part of its "Tazech & Tam" brand.







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## ▪ THE CUSTOMER'S OPINION - Interview with Ahmed Abdulwahap Saleh, owner and General Manager of Al-Tameem Soft Drinks Co.



*What are the key reasons behind the rapid success of Al-Tameem Cola?*

“First of all honesty and constant commitment. We are a young company and we aim to meet consumer demand in terms of high quality products. It was 2000 when I began to produce drinks under the Tameem Cola, 7 Up and Orange brands in a plant covering just 5,000 m<sup>2</sup>. Today, just ten years after,

we can say we have become markets leaders and our production is carried out in plants covering a total area of 92,000 m<sup>2</sup>. A truly resounding development - the key to such success lies in our company's ability to increase efficiency, improve its product range and, above all, invest in the purchase of innovative technology that constantly enhances our production quality, so much that on the market the “Al-Tameem

Cola” brand has become a byword for “quality” and “sustainability”.”

*What are the main reasons that have led Al-Tameem Soft Drinks Co. to invest in two new production lines, which include three Smiform SR 8 stretch-blow moulders, two Smiflexi SK600/T shrinkwrappers and two Smipack HA70 handle applicators?*

“The construction of a new 75,000 m<sup>2</sup> production site allowed us to meet new demands coming from the market and end consumers and to adapt our plants to ongoing environmental and sector changes. The production launch of the new soft drinks part of the “Tazech & Tam” brand was made possible thanks to the installation of two new bottling lines. For the first one Al-Tameem Soft Drinks Co. bought from SMI two Smiform SR 8 rotary stretch-blow moulders, a SK600/T automatic shrinkwrapper and a Smipack HA70 handle applicator, while for the second the business invested in a Smiform SR 8 stretch-blow moulder, a SK 600/T automatic shrinkwrapper and a Smipack HA70 handle applicator. Both production lines focus on bottling PET containers with various capacities ranging between 0.24 and 2.175 L. The management of this product

## ▪ About Al-Tameem Cola

range, both in the blowing step and the secondary packaging step requires high-tech machinery with a considerable operative flexibility and quick and simple format change systems. Smiform's rotary stretch-blow moulders produce 0.20 L, 0.24 L, 0.95 L, 1 L, 1.45 L and 2.175 L PET bottles, which are then packed by the Smiflexi SK 600/T shrinkwrapper in a variety of collations (6x4, 4x3, 3x2, etc.) in packs using just shrink film or in the tray + film solution."

*What drove Al-Tameem Soft Drinks Co. to introduce SMI's stretch-blow moulding and packaging systems in its production lines?*

"The choice fell on SMI for the high performance levels attained by the Italian manufacturer's machines purchased in 2006. Over the years we have been able to appreciate the professional service and experience of SMI's technical staff both in stretch-blow moulding and end-of-line packaging. The reasonable prices, the machines' efficiency, the very user-friendly format change operations and the low servicing costs are among the main reasons that led Al-Tameem Soft Drinks Co. to confirm its trust in SMI for its new investments."

Al-Tameem Soft Drinks Co. Ltd. was established by Ahmed Abdulwahap Saleh in 2000 and specialises in the production and marketing of fizzy drinks under the Tameem Cola, 7Up and Orange brands.

Entrepreneurial spirit and business success have been distinguishing features right from the beginning for this company, which in a few years went through rapid growth and is now one of the key players in Iraq's domestic economy. Al-Tameem Soft Drinks Co considerably expanded its production sites, going from the 5,000 m<sup>2</sup> area held in 2000 to the new 7,500 m<sup>2</sup> site built in 2003, whilst extending its product range with 15 new items in the meantime.

Iraq's soft drinks market is experiencing strong growth, as is its bottled water market.

The positive growth forecasts led Al-Tameem Soft Drinks Co. to direct its investments in this direction. In 2008 the Iraqi company decided to raise the bar and built a new 5,000 m<sup>2</sup> factory dedicated to the production of mineral water distributed under the "Mina Water" label.

The company's latest expansion has seen the construction of a new 75,000 m<sup>2</sup> plant, which enabled the company to further diversify its range of high quality products and launch the production of fruit juices and soft drinks under the "Tazech & Tam" brand.

