

# Alimentos Polar.



**FOOD SECTOR**  
**Alimentos Polar**  
Empresas Polar Group  
Caracas, Venezuela  
» shrinkwrapper  
SMIFLEXI LSK 20 P  
» conveyor belts  
SMILINE



■ The food industry is increasingly focused on meeting consumer demand in terms of quality, authenticity and freshness of the products offered.

These need to be consistent with the principles of a healthy and balanced diet and compatible with the rigorous parameters of sustainable development, both in terms of production and consumption.

Thanks to in-depth studies on consumer habits and purchasing trends, today companies operating in the food & beverage sector are able to design innovative and original solutions

that allow them to retain a loyal customer base and gain new market shares.

All the main players operating in this industrial sector acknowledge the strategic importance of adopting new production processes and systems to meet these goals and offer quality products at reasonable prices and such a variety of products that will meet the tastes of most end consumers.

From here comes the need to invest in high-tech machinery and systems that are able to fulfil the requirements of new production



techniques involving maximum flexibility of systems and high levels of automation of processes, without forgetting packaging's role as a communications tool in terms of corporate image and product marketing.

Alimentos Polar is a Venezuelan company that distributes food and beverages in Latin America, North America, the Caribbean and Europe. Alimentos Polar chose

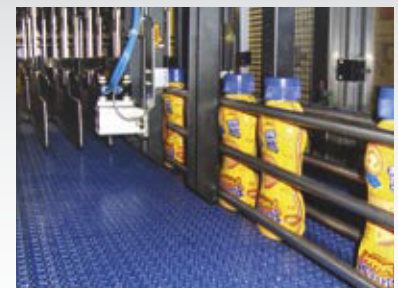
SMI's professional services and ability to innovate for the secondary packaging of its new moulded bottles for "Rikesa" melted cheese brand.

## ▪ Secondary packaging for moulded products



With its new PET "squeeze" format, Alimentos Polar presents an innovative and practical packaging solution for its "Rikesa" melted cheese, which is packed in a new plastic container, the first of this kind to be launched on the melted cheese Venezuelan market.

The main feature of the new packaging is the ergonomic design which through a practical hand-grip allows an easier handling for users.



SMI successfully took up the challenge launched by Alimentos Polar and, thanks to a detailed engineering study on the range, created a solution that guarantees a fluid handling of the new bottles entering the machine, even of containers with unusual shapes.

The solution also allows to monitor the handling of products and packs during all the stages of the packaging process, which is carried out using shrinking film and a flat cardboard pad in order to obtain a practical and resilient pack.



# Packaging design: a new “look” for Rikesa



■ The quality standards Alimentos Polar specified when the project to expand “Rikesa” line’s production capacity was launched immediately proved to be rather high, as the proposed solution needed to comply with five crucial criteria: safety, eco-friendly standards, product quality, production efficiency and reduced management and maintenance costs. SMI came up exactly with the right solution

with its Smiflexi LSK 20/P shrinkwrapper, a Smiline DV 200 divider and handling systems for the product entering the shrinkwrapper.

The machines SMI supplied to Alimentos Polar are the ideal automatic packaging solution for food products with different sizes and features, thanks to the compact layout of the whole system and the wide variety of secondary packaging solutions that can be used with the installed automatic packer. Operating versatility, a key asset of Smiflexi’s shrinkwrappers, was at the heart of the Venezuelan firm’s decision to purchase a new LSK 20/P to expand the production line of its “Rikesa” melted cheese brand.

Alimentos Polar needed to use the line for two distinct products, which differed both in terms of material and design of the container: a traditional glass jar with a metal “twist-off” lid and a modern PET “squeeze” container with adhesive tape and a “flip-top” plastic lid. The two containers are packed by the Smiflexi LSK 20/P shrinkwrapper in

packs containing 12, 18 and 24 pieces.

The packaging solution chosen by the firm employs shrink film and a cardboard support on the bottom of the pack, which ensures a greater stability during the handling process up to the palletizer.

Alimentos Polar launched the new PET container to meet consumers’ new





purchasing habits, which showed preference for very practical, easy-to-open formats strongly emphasising on product quality and freshness.

The new "squeeze" format is rather innovative: it ensures high product quality and is a valid alternative to traditional tinplate cans and glass jars.

Its unique design is the result of years of research and has obtained prestigious international awards.

The new PET container is a safe and practical solution for consumers, thanks to its fully airtight lid. Moreover, by making the most of PET's versatility, it has been possible to create a variety of customisable shapes.

Innovation is crucial for Empresas Polar's business, as it allows the company to distinguish itself and consolidate its leadership.

## ■ Grupo Empresas Polar



The Empresas Polar Group holds a leadership position in Venezuela both in the food and in the beverages sector. With 30 production sites, 150,000 points of sale and over

30,000 direct employees, this company is the most important industrial, commercial and services structure of Venezuela's private economy and one of the most important industrial realities in the whole of Latin America.



Empresas Polar was established in Caracas in the Antimano area in 1941, when Lorenzo Alejandro Mendoza Fleury set up "Cerveceria Polar", specialised in the production and marketing of beer and malt. "Alimentos Polar" is then set up in 1954 and focuses on corn production (the raw material used to produce Polar beer).

Right from the start, the new company gives strong momentum to the production and marketing of corn flour, a fundamental ingredient for the traditional "Arepas", a corn-based flatbread which is a staple food in the traditional Venezuelan diet.

Over time Alimentos Polar diversified its production, which along with its "P.A.N." pre-cooked corn flour, also includes: "Mazeite" corn oil, "Primor" rice and pasta, "Quaker" products, "Pavesa" sauces and spreads, "Papero" tomato sauce.

Pepsi-Cola Venezuela is also part of the Empresas Polar Group and is responsible for the production and marketing of a wide portfolio of products: Pepsi, Pepsi Light, 7Up, 7Up Light, Sabores Golden, Agua Mineral Minalba, Gatorade, Jugos Yukery and other brands.



# LSK Shrinkwrappers

Fully automated, operator-friendly solutions for a state-of-the-art packaging line



newly designed 330 g PET container. The PET jar original and dynamic shape presented SMI engineers with the challenging task of dealing with the product instability at the machine inlet. Smiflexi LSK 20 / P proved the ideal solution to process smoothly - with one machine - both glass and PET containers entering the packer in single lane, featuring a wide range of patterns ( 4x3, 5x3, 6x3 and 6x4). New Smiflexi LSK series stands out for an innovative modular design capable to provide high operational flexibility to customized packaging solutions. LSK machines reliability is now further improved by the use of mechanical and electronic high-tech components, previously featured only on high-speed models.

■ Behind the hefty investment in new machinery recently reported by Alimentos Polar is a new understanding of the production line, now thought of as an operator-friendly system, which can easily be expanded and enhanced thanks to its modular structure. The new system must ensure high levels of process automation,

operational flexibility and interchangeability of machine components. The line logistics is another key factor to space optimization for the expansion of the production line. With a strategic position in Alimentos Polar innovative line, Smiflexi LSK 20 / P shrinkwrapper packs "Rikesa" melted cheese both in glass jars and in a



## ■ Isa Group Corporation



In Venezuela SMI is represented by the company ISA Group, whose expertise and know-how ensure high-level overall assistance to local clients. A team of skilled professionals help the customers devise the tailor-made packaging solution most appropriate to their specific needs. This type of approach has been highly appreciated by Alimentos Polar managers, who acknowledged ISA Group professionalism and responsiveness on the occasion of the launch of a new packaging line for the product "Rikesa".



The main benefits offered by LSK range:

- Versatility, that is capability to meet the variegated market demand as for container size (diameter from 50 to 200 mm) and packaging format (film only, pad + film, tray+film, tray only) depending on the machine model;
- Customization, as each machine can be equipped with a wide range of accessories to further enhance its basic functionality;
- Small size, so as to provide a solution for automatic packaging fitting conveniently even in limited spaces;
- Easy management, thanks to a simple and user-friendly man-machine interface console, equipped with advanced graphic,

touch-screen display and with a complete array of utilities for real-time machine diagnosis and technical support;

- Competitive prices: the application of state-of-the-art solutions and highly reliable components does not affect the excellent quality / price ratio which makes of Smiflexi LSK series one of the most valuable packaging solutions available on the market.

