



HUIHUANG UNITED FOOD CHOSE THE INTEGRATED SYSTEM ECOBLOC® ERGON BY SMI

THE CONSUMPTION OF BOTTLED WATER IS CONSTANTLY GROWING IN EVERY PART OF THE WORLD AND THE FORECASTS OF THE MAJOR RESEARCH INSTITUTES INDICATED THAT THE TREND WILL CONTINUE IN THE FUTURE. CHINA IS NO EXCEPTION, WHERE, IN THE FIRST QUARTER OF 2023 ALONE, THERE WAS AN INCREASE IN SALES OF BOTTLED WATER OF 10.9% (SOURCE GLOBALDATA).

Faced with a scenario of strong expansion, the main Chinese brands in the beverage sector have launched a program of investments in more modern and efficient production lines, an example is what happened in the city of Tianjing, where the company Huihuang United Food, an important bottler of leading brands such as Coca-Cola and C'estbon, turned to SMI, with which it has been collaborating for years, for the supply of an integrated blowing-filling-capping system Ecobloc® Ergon, the first installed by SMI in China, intended for bottling C'estbon brand products in 4.5 L PET containers.

Huihuang United (Tianjin) Food Company was founded in 2011 as a subsidiary of Macau Huiyang International Investment Co. Ltd., a company belonging to the industrial giant Zhuhai Zhongfu Enterprises Co. The Tianjin-based company, which currently employs about 300 people, has distinguished itself since the beginning of its activity for the ability

to manage large productions for third parties; since 2011 it collaborates, for example, with the US multinational Coca-Cola. The first supply of SMI to Huihuang United (Tianjin) Food Company dates back to the same year, with the installation of an SK 802 F shrinkwrapper for packing 0.55 L PET bottles in 6x4, 5x3 and 4x3: this machine is currently installed in one of the two 48,000 bottles/hour production lines of the Tianjin plant. The Chinese company extends over an area of about 100,000 square meters, of which 68,000 square meters occupied by bottling plants. The warehouse area alone occupies an area of 36,000 square meters and allows Huihuang United (Tianjin) Food Co. to store more than 1.5 million packs of C'estbon-branded water, while ensuring its customers a daily delivery of 250,000 packs.

Within the production area, six complete lines are currently installed for bottling and packaging various products in various pack formats. The new Ecobloc® Ergon integrated system

recently supplied by SMI, is part of a 6,000 bottles/hour production line for 4.5 and 6 L PET containers branded C'estbon; the new plant is therefore added to the first stretch-blow moulder supplied by SMI in 2015 (in partnership with Sacmi), intended for the production of the same bottle. While the SK 600 F shrinkwrapper supplied in 2013, dedicated to the packaging of 0.35 and 0.55 L PET bottles in film-only, is installed inside the 36,000 bph line.

A CHAT WITH THE CUSTOMER – INTERVIEW WITH HUANG GANG, PLANT MANAGER OF HUIHUANG UNITED (TIANJIN) FOOD CO. LTD.

Q When and how did Huihuang United (Tianjin) Food Co. start production?

A Our company started the beverage bottling business in 2011 and immediately distinguished itself thanks to the production of Coca-Cola and C'estbon drinks.

Q What were the main stages of the company's growth?

A The first investment dates back to 2011, the year Huijiang United Food was established, as part of the collaboration with Coca-Cola for the bottling and packaging process of their beverages. Another step forward was made in 2013, when the production capacity of our plants was enhanced to cope with the new collaboration with the C'estbon brand. Today, after 10 years, continuous innovation has led us to create a new project to further increase our production thanks to the new integrated system Ecobloc® Ergon supplied by SMI.

Q What are the main factors that convinced you to invest in a new bottling line supplied by SMI?

A In 2015 we purchased an SMI rotary stretch-blow moulder and filler for the production of 4.5 L PET containers, which satisfied us and has guaranteed stable and successful production over the years. For this reason, also due to the recent investment that was necessary to increase production in response to a strong market demand, we had no doubts when choosing SMI for a new ECOBLOC® ERGON integrated system for the production of large capacity PET containers of 4.5 and 6 L for bottling still water.

Q How do you see the food & beverages market in the future?

A I believe that in this sector there is a lot of room for development

and innovation in China, given the constant growth of social well-being of increasingly large sections of the population and the improvement to people's lifestyle. Companies operating in the food and beverage sector must pay more and more attention to the new needs of consumers, creating a wide and diversified offer of products made with advanced and sustainable processes for the well-being of the planet.

Q How do Huihuang United (Tianjin) Food Co. products differ from others available on the market?

A Quality and safety are the fundamental principles underlying our business activity. From my point of view, these are the elements that differentiate us the most and allow us to succeed within the market.

Q When is it important for Huihuang United (Tianjin) Food Co. to have SMI's direct presence in China through its subsidiary SMI Machinery Beijing?

A It is essential to guarantee a fast, efficient and convenient technical and after-sales support.

The presence of a local branch has represented and will increasingly represent in the future, an essential element for our collaboration with SMI, because a large company like ours, must be able to count on qualified and high-level support from its trusted suppliers at all times.

At the side: Huang Gang, Plant Manager of Huihuang United (Tianjin) Food Co. Ltd. with Leo Feng, Sales

Area Manager of SMI Machinery Beijing Co. Ltd

SMI Solutions for Huihuang United (Tianjin) Food Co.

The collaboration between Huihuang United (Tianjin) Food Co and SMI began 12 years ago with the purchase of an SK 802 F shrinkwrapper, installed within the production line dedicated to the packing of 0.5 L Coca-Cola bottles in 6x4, 5x3 and 4x3 in film only and with the subsequent supply of an SK 600 F shrinkwrapper installed on the 36,000 bph line, necessary to increase the production of 0.35 and 0.55 L bottles.

In the field of primary packaging, the collaboration between the Chinese company and SMI began in 2015, with the installation of a 6-cavity stretch-blow moulder for the production of 4.5 and 6 L PET containers for the C'estbon brand. The recent investment in SMI's first Ecobloc® Ergon plant in China, has allowed the customer to increase the production of 4.5 and 6 L formats, which are in high demand by the market, and to further increase the quality and technological profile of the solutions adopted.

Huihuang United (Tianjin) Food and Zhuai Zhongfu are two industrial companies particularly attentive to the environment. Consequently, energy saving and the reduction of carbon dioxide emissions have become one of the pillars of corporate social responsibility, which requires the increasingly massive use of new equipment and technologies designed to combine business efficiency and ecosystem protection.

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Contact Jan Binsted on +44 (0)1256 263762 or bg@binstedgroup.com to discuss your requirements or for more information



Ecobloc® Ergon 6-16-4 Hc Hevf Stretch-Blowing/Filling/Capping System

Containers worked: 4.5 and 6L PET containers of C'estbon natural water.

Main advantages:

- Compact solution for stretch-blow moulding, filling and capping large capacity PET bottles.
- Does not require a rinsing machine and air belts between blower and filler.
- Precise and fast filling and capping process, thanks to the electronic control system of operations, motorised stretch rods and the use of high-efficiency valves controlled by flow meters.
- Reduced energy consumption.

- Energy-efficient IR preform heating lamps.
- Two-stage air recovery system, which reduces energy costs for high-pressure compressed air production.
- Filling valves that manage two speeds in order to fill homogeneously, efficiently and without product spilling from the container. The duration of the filling cycles (slow or fast) can be managed in a simple and intuitive way through the recipes in the human-machine interface (HMI Posyc®)
- Reduced maintenance and management costs of the plant.

Easy-Cap Cap Elevator /Sorter

Function: gravitational cap sorter, which takes the caps from a hopper and

turns them correctly until they reach the bottling line.

Main advantages:

- Very compact structure, made of AISI 304 steel, suitable for any layout solution.
- Smooth and linear operation, that will only carry the caps that are in the correct position.
- System suitable for different types of plastic caps.
- User-friendly operator interface, which allows easy and efficient use of the machine by the operator.

✉ info@smigroup.it

🌐 www.smigroup.it

☎ +39 0345 40111

Hinojosa Acquires MS Packaging

Hinojosa Packaging Group continues to expand its international presence with the acquisition of the Italian company MS Packaging.

With the addition of the two plants located in the towns of Salerno and Arzano, Hinojosa has entered the Italian market, one of the largest in the paper and cardboard sector in Europe.

MS Packaging is an Italian family enterprise specialised in the manufacture and sale of paper and corrugated cardboard packaging. Comprising a packaging factory and a paper mill and boasting a strong presence in the food and beverage market, the company had a turnover of 60 million euros in 2023.

In its desire to offer customers the widest range of products, Hinojosa has integrated MS Packaging as a company that shares the same philosophy, based on innovation, the most advanced technology, sustainability, and proximity to the customer. With the incorporation of MS Packaging, Hinojosa now has a workforce of 2900 employees and 24 production plants located in Spain, Portugal, France and Italy.

India's Energy Beverages Gets Multi-Million Investment

India-based bottled-water producer Energy Beverages has received an investment of \$5.4m from private-equity group JM Financial.

The Mumbai-headquartered investor is now a minority shareholder in the group.

In a statement, Darius Pandole, Managing Director and CEO of Private Equity at JM Financial, said, "The Indian bottled water market is highly under-penetrated and fragmented and

we are witnessing a structural shift in consumption from the unorganised to the organised market, owing to factors like hygiene, and a general rise in health awareness in a post-Covid world.

"Clear has exhibited a remarkable growth, securing a presence across

the country. Backed by an experienced management team, Clear is poised to ascend and cement its position as one of the nation's premier bottled water brands."

Energy Beverages, which is based in Changodar, a town south of Ahmedabad, plans to use the funds to support its expansion and distribution 'across the nation'. More specifically, the investment will go towards 'brand building initiatives' and improving the company's 'existing capacities' and distribution network.

Solid Performance in a Challenging Year

Despite challenging market conditions, Interroll achieved good profitability margins in 2023.

Sales decreased to CHF 556.3m (-16.3% year-on-year, -11.7% in local currencies). Order intake amounted to CHF 519.7m (-9.2% year-on-year, -3.9% in local currencies). The result decreased to CHF 66.3m (previous year: CHF 82.8m). The result margin was 11.9% (previous year: 12.5%).