

## Impulse buying prevails

**Most market research institutes have found that in retail points of sales (such as supermarkets, hypermarkets, etc.) the "impulse buy" often prevails.**

An innovative and transport-friendly packaging is the key sales support to draw the customer's attention towards a specific product.

To respond to the demands of innovative attractive packaging which should always capture the attention of the users, SMI, offers to its clients a wide range of hi-tech packaging machines that can handle highly innovative and customized packaging solutions.

MP series carton sleeve multipackers, for example, are the ideal choice to produce "eye-catching" multipacks that hit the customer's attention, are crash-proof and can easily be handled, opened and stored.

Bottles, cans, brik and jars made of plastic, metal and glass can be packed in a large spectrum of package types:

- multi-layered products
- NT (neck through) or OTT (over the top) bottle clusters
- built-in handle packs
- additional strengthening flaps (both top or bottom of the pack)

MP multipackers assure the top quality of the final pack and provide trouble-free performances up to 300 p.p.m.



The pack collations can vary according to the containers shape and dimensions; in general, the most widespread collations are: 1x3, 1x4, 2x2, 2x3 and 2x4. All MP models feature an electronic grouping system; the change-over is manual.

All MP machines can be equipped with the rotodivider, an optional device for the rotation and distribution of the packs on multiple lanes. It is available both in the electronic and in the automatic version; it can handle both simple and complex patterns, with a maximum inlet speed of 300 packs per minute. The packs coming out of the machine with the short side leading can be divided into several lanes by means of transferring plates installed on the conveyor or turned by 90° by means of a pack turning device installed above the packs, in order for the pack to proceed with the long side leading, instead of the short side.

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## Cradle to Cradle® Certification

Alcoa has received Cradle to Cradle® Certification – Silver for its primary aluminium. Cradle to Cradle® Certification is an independent environmental certification process for materials and products that assesses the total impact of a product on human health and the environment.

Alcoa is the first aluminium company to receive Cradle to Cradle® Certification from MBDC (McDonough Braungart Design Chemistry), a global sustainability consulting and product certification firm that developed the Cradle to Cradle® concept in 1995.

"Cradle to Cradle® Certification is landmark recognition of the uniquely sustainable characteristics of Alcoa aluminium," said Kevin Anton, Chief Sustainability Officer for Alcoa. "Through this certification, Alcoa can assure its customers the company is continuing to improve the sustainability of our metal from initial production through use, and then recycling."