

Cisowianka.



WATER & CSD SECTOR
Nałęczów Zdroj
Cisowianka woda
Nałęczów, Poland
» stretch-blow molder
SMIFORM SR 12
» shrinkwrapper
SMIFLEXI SK 600 F



■ Quiet, clean places, uncontaminated by industrial civilisation, with rich deposits of natural, curative substances and a beneficial climate.

There are over 40 elegant, welcoming spas in Poland, where you can recover both body and spirit fast.

Each spa treats a specific disturbance: the Nałęczów baths are famous for their treatment of heart problems and circulation. Their waters' curative properties were identified in 1817.

At the end of the XIX century, Nałęczów was the favorite spot of important Polish writers such as Henryka Sienkiewicza, Bolesława Prusa, Stefana Żeromskiego.

The writer Stefan Żeromski wrote his "History of sin" right here.



Natęczów is considered a garden city with beautiful villas modelled on the Tartar house and Alpine resorts.

The town centre has a vast, beautiful SPA park with a great variety of trees and different monuments including the classical Małachowskich Palace.

Naturally the heart of the park is its enchanting lake.

Thanks to its beneficial climate and mineral water springs, Natęczów attracts an increasing number of visitors every year.

The therapeutic virtues of its local natural mineral water are available for everyone thanks to water marketed under the name "Cisowianka", with a chemical content that can be compared to the spring water.



Cisowianka: the rapid evolution of the brand

■ In recent years, all the main Polish bottled water producers have expanded rapidly in their reference market.

The company **Natęczów Zdroj**, with its popular brand "Cisowianka", is one of the main "stars" of this success.

The company is one of the main mineral water bottlers in Poland and "Cisowianka" is one of the three main brands on the market.

Natęczów Zdroj has shown strong orientation to grow which has given it a leading position in the bottled water market.

This expansion process also includes its 2008 investment to create a modern, new production plant with five new bottling lines; the new industrial

pole has a really advanced logistics and distribution system.

An investment guaranteeing the company a production of over 220 million bottles of water a year.

Two of these modern production lines include SMI machinery. More specifically, two Smiform stretch-blow molders, model SR12 are installed on two 20,000 bph lines, and two Smiflexi SK 600F shrinkwrappers to film pack 1.5 litre bottles.

Machines were installed in 2008 for the first line and 2009 for the second enabling the company to handle a growing demand for bottled water from the Polish market.

This factor contributed to the "Cisowianka" brand's growing popularity in Poland and abroad.



Just think that the company had a 2.4% market share for small sized packs in 2004 and in 2008 that share had trebled; that same year sales volume had increased four-fold.



Design:

the packaging exalting
the content's "transparency"



■ Both lines where the two Smiform SR12 stretch-blow molders are installed produce 1.5 litre PET bottles at a speed of 20,000 bph. End of line bottle packaging is entrusted to two Smiflexi SK 600F shrinkwrappers to pack the 3x2 film only size. The bottles used on these two bottling lines stand out for their transparent top: Cisowianka is the first mineral water marketed in Poland with this kind of top.

But its "transparent" top is not the only difference. More generally, you can say that the entire 1.5 litre bottle packaging process was designed to get the end consumer to perceive this natural water's most important quality: "transparency".

Cisowianka also uses innovative labels where colours and layout considerably improve its graphics making labels clearer and easier to read. The Cisowianka water bottle itself, a simple design, easy to hold container sums up content characteristic really well: "transparency and purity".

Secondary packaging is simple and practical: Cisowianka has chosen a mono-format solution: 3x2 in film only, the best packaging solution for 1.5 litre bottles.



Water strength:

Cisowianka and humanitarian projects

■ With the growing popularity of its natural water, Nałęczów Zdroj was not indifferent to one of our modern world's main problems: "the vitality of water", intended as the fundamental element for life.

To face the problem caused by progressive exhaustion of the world's water reserves, Cisowianka decided to support the humanitarian organisation "PAH" (Polish Humanitarian Action) through important initiatives to sensitive public opinion and create the premises for better education of consumers re consumption habits.

A year has now gone by since the initiative "Water for Sudan" was launched by

Cisowianka in cooperation with PAH. This project means to increase the availability of drinking water in various poor regions and is part of the wider "Water Campaign" commitment.

Thanks to this, since the end of 2008 Polish consumers have been able to find 0.33 litre bottles of Cisowianka water in sales points created specifically for this campaign; compared to traditional containers, these bottles have an African design on the label and the PAH logo.

Revenue from "small Cisowianka" sales is totally devolved to building water wells in Sudan.

One year after the initiative had been launched, enough funds had been collected



to build four wells; thanks to these a part of the inhabitants of southern Sudan will have access to drinking water.

The first wells will be opened in March 2010 and these will be followed over the next months by others up to a total of 11 plants.

The "Water for Sudan" campaign was supported by the main media including TVN and National Geographic Channel, and involved important Polish show business celebrities like the actress Agata Buzek whose face was used for the initiative's advertising campaign.

