



WATER & CSD SECTOR

Ice River Springs

Ice River Springs Water Co Inc.

Feversham, Canada

>> shrinkwrapper

SMIFLEXI SK 802 P

>> shrinkwrapper

SMIFLEXI SK 450 T

>> conveyors

SMILINE



▪ Freshness sealed ten thousand years ago

It is the slogan chosen by Ice River Springs to underline the high quality of this mountain water, which rises in the heart of the greatest natural beauty in Canada: the "escarpment of the Niagara falls" a massive promontory of sedimentary rocks which extends for 725 km from Niagara to Tobermory (Northern Bruce Peninsula).

The natural source of Ice River Springs flat water is in the high barquette of the Blue Mountains, close to Georgian Bay, in Ontario.

The water flows from underlying water layers which rise naturally to the surface and is protected both by agriculture and industry. In 1993 the Federal Government certified it as "spring water".

Ice River Springs, leader in Canada for the production of water, has achieved success embracing the essential values of sustainable development and technological innovation.



Ice River Springs: past and present

■ Ice River Springs Water Company began its activity in Feversham, Ontario, in an area of uncontaminated beauty on the spectacular high barquette of the Blue Mountains. Since 1975 the ownership of the company has remained within the founding family. The protection of the flat water source is one of the primary objectives of the company. In fact, within the property no pesticides, herbicides or chemical fertilisers are used. In the early Nineties, Ice River Springs began to sell tanks of water to Toronto bottling companies and in 1995 it began the business of selling water with its own label. A business strategy is introduced immediately based on consistent investments in technologically advanced installations, which allow Ice River Springs to become leader in the Canadian market thanks to a high quality product and an excellent customer service. These have been the factors at the basis of its rapid growth. Currently, Ice River Springs manages eight plants in North America and aspires to open many more in the future. In addition to its general headquarters

in Feversham, Ontario, the company is also present in Canada with three production plants: in Cranbrook BC, in an area at the foot of the hills of the "Rocky Mountains", at Revelstoke, BC and in Grafton, ON. The other four production plants are in the United States, in Morganton (NC), Kentland (IN), Marianna (FL) and Pittsfield (MA). Ice River Springs uses a fully integrated system, which avails of its own machinery to produce preforms, bottles and caps.



The partnership with SMI:

Technological versatility geared to customer satisfaction



■ The fast development over the last thirteen years has driven Ice River Springs to install new bottling lines within the various production plants. Since 2002 SMI has had the privilege of providing its machinery to this important Canadian company which, to date, has purchased 11 shrinkwrappers, mainly of the SK series, for high-speed lines. Two new production lines have recently been installed at the American plants in Kentland, IN, and Marianna

FI, where secondary packaging in shrink film is accomplished thanks to SMI shrinkwrappers at high speed SK 802P for double lane working.

Ice River Springs sells flat water under various brand names, which are distributed throughout the 50 states in the USA and in Canada. Ice River Springs also succeeds in satisfying the specific requests of each consumer, as the water is available on the market in different formats: small bottles of 250 ml to

the large 5-gallon containers (18.9 litres). Within the eight production plants of the company end line packaging is accomplished both in corrugated carton and shrink film. For the latter type of packaging, Ice River Springs has entrusted itself over recent years to the experience of SMI which, thanks to the operating versatility of the shrinkwrappers, has enabled the Canadian company to tackle the numerous demands of flexibility in packaging.

The SK series is composed of automatic machines for packaging containers in plastic, metal or glass.

Depending on the model chosen, it is possible to realise packs in only film, cardboard pad + film, cardboard tray + film, tray only. The SK packers reach production speeds of up to 360 packs per minute, depending on the model of machine and type of product to package.

The formats, which can be realised, vary depending on the shape, capacity and dimensions of the containers.

All SK models avail of an electronic grouping system of the product and, depending on the customers' needs, they are available in single lane or double lane versions.

They are also equipped with automatic format change.

The new packers SK 802P installed at Ice River Springs

installation.



package the PET bottles of 0.5 litres in 4x3 formats, film only in a double lane.

The same type of bottle is also packed in packs of greater size, with the support of a flat carton pad placed at the base of the pack. The flexibility of the machine also makes it possible to realise a high number of formats, to provide an adequate solution to the specific needs of each final consumer.

On supermarket shelves it is in fact possible to find the Ice River Springs water in packs of 12 bottles in film only packaging, in packs containing from 15 to 35 bottles packed in pad + film or in U-board tray + film.

The most common formats realised by SK 802P installed at Ice River Springs are: 5x3, 5x4, 6x3, 6x4, 6x5, 7x5 e 8x4.

The production process is so optimised that the Canadian company can respond to the

- Awarded for sustainable development in packaging.

Respect for the environment has always been a focal point for Ice River Springs. Over the last thirteen years the company has undergone incredible development, to become the largest private water bottling company in Canada.

Over the last 18 months Ice River Springs has opened 3 bottling plants in the United States, bringing to eight the number of plants in North America.

The Canadian plants of Ice River Springs use recycled carton for packaging their products, avoiding the need to cut down trees.

The environmental commitment of this family-run company was acknowledged in July 2008 when it was awarded the "Prize for its environmental support to packaging" presented by Atlantic packaging (company producing cellulose, and also involved in environmental protection). It is estimated that by using only recycled material Ice River Springs saved close to 84,168 trees in 2008, equivalent to 45 football fields, and avoided a disposal of refuse equal to 1,400 trucks.



ICE RIVER SPRING

growing flexibility demands of a market in strong development, thanks also to the experience of SMI in this sector and to the on-site assistance provided by SMI USA, the Smigroup branch in North America.



■ SMI USA Inc.

Smigroup aims at consolidating its position of leadership in the sector of packaging, producing increasingly innovative high-quality machines and installations. The customer can also avail



of personalised solutions for an efficient management of individual bottling lines, which highlight the operational flexibility, safety and ease of use, energy saving and eco-compatibility.

The ongoing commitment to achieve full customer satisfaction has led Smigroup to be present directly in America and Canada through its SMI USA Inc. branch located in Windsor, CT, close to New York and Boston.

The branch, which is in operation since 1999, uses both Italian and local personnel and has always focused on the needs of each individual customer.

Smigroup also opened its North American branch to provide appropriate technical assistance to large multinational companies like Coca Cola, PepsiCo, Dean Foods, etc.

These companies have invested enormous amounts of capital in technologically advanced machines for end-line packaging in both PET and can lines. Over 170 SMI packers are currently installed throughout the entire North American market.

Highly specialised local staff ensures an elevated quality service both commercially and technically, managing swiftly the requests of customers to install and maintain the installations.

The provision of spare parts from SMI USA warehouses also optimises delivery times and reduces transport expenses. The professionalism and helpfulness of staff of the North American branch of Smigroup is surely one of the key factors of the excellent sales results achieved in the United States and Canada