



La Doria.

FOOD SECTOR
La Doria
 La Doria group S.p.A.
 Salerno, Italy
 » multi-packer
 SMI MP 200

■ La Doria is a leading group in the production and sale of tomato by-products, legumes and pasta in boxes, juices and drinks of fruit and other complementary products and is present in the most important chains of the large-scale retail trade and discount in Italy (29% of sales) and abroad (71%), especially in Northern Europe.

The Group is the first Italian producer of legumes in boxes and the second producer of tomato by-products and fruit juices. The company, always particularly attentive to the needs of its customers, thanks to its 50 year long experience and high

level of flexibility, is able to satisfy almost all kinds of needs, through the personalisation of recipes, packaging and service. To offer an innovative impact "packaging" which represents the group's brands at best, Doria relies on the experience of SMI.

■ The production sites

The historic production plant of the group is located in Angri (Salerno), from where the Ferraioli family began its activity in the distant 1954. Here tomatoes, legumes, fruit juices, fruit salad and boxed



pasta are produced.

At the Sarno plant (Salerno) tomato conserve, ready made sauces in glass, fruit juices, tea in PET bottles and metal packages are produced to meet the production needs of the group. High-tech packaging lines have been installed in Sarno. A line for the production of packaged tomato pulp in the *combisafe*[®] 390 g package format (new retortable cardboard packaging) has recently been installed. La Doria will use the same line to launch the production of organic legumes for the first time in Italy.

The other production sites of the group are in Fisciano (Salerno), Faenza (Ravenna) and Lavello (Potenza). The production site of Fisciano produces peeled tomatoes and organic pulp primarily intended for foreign markets like Japan, Scandinavian countries and Great Britain. The production plant of Faenza produces fruit purees, while the site of Lavello is dedicated to the production of large formats for catering, as well as fruit purees.

▪ GETTING TO KNOW TOMATOES: an important product for the Italian economy

Tomato is one of the primary ingredients of Italian cuisine. It is tasty, genuine and easy to digest. It has a low calorie content and is rich in vitamins and mineral salts including potassium: all features which have made it remarkably successful.

The use of tomatoes, or their by-products, is so diffused that it is impossible to think that pizza, pasta and so many other dishes were born and lived at length without its presence, just like it seems strange that the tomato was not born in the Mediterranean basin, but in South America, in the tropical and sub tropical areas of Peru and Ecuador and only in relatively recent times it has become a primary ingredient of Italian cuisine.

According to some scholars, the English name "tomato" comes from the Aztec "xitomate" or "zitomate", while according to others from "tomati", name which a number of indigenous populations of Mexico called the fruits of the tomato plant they fed on. In the 16th century the tomato, initially considered a medicinal plant, entered Italian cuisine, it was given the name of "golden apple" and was used mainly to decorate balconies.

A short time would pass before the advent of the tomato transformation industry would arise, which to this day is still one of the most important realities of the Italian economy. The Italian market of tomato by-products has experienced considerable diversification in offer over recent years and today the products in the tomato range can be divided into concentrates, peeled, sauce, pulp, ready made sauces and cherry tomatoes of Pachino.

The process of diversification has also involved the packaging industries, which must always be ready to offer customers of the industry machinery which satisfies the most varied kinds of requests of the market.



The other packaging.

Beyond the can and the glass



■ The competitive strategies of La Doria have the objective of strengthening its position and innovating the product with new formats and packaging. Since 1995, SMI has been able to understand the development of the market and provide La Doria with the kind of secondary packaging machines that satisfy the production demands of the moment. 14 different kinds of packaging machines are installed at the production plants of the company (tray formers, medium and high speed shrink wrappers and overlapped cardboard sleeve packaging machines), to respond to the demands of innovative attractive packaging which should always capture the attention of the users. As regards the wrap around strip packaging machines specifically, an MP 200 has been recently installed to process the tomato conserve in *combisafe*[®] 390 g packaging. The product is packaged in 1x2, 1x3 and 2x2 multipacks with an attractive graphic appearance and a strong visual impact. The packages realised with the MP packaging machines are easy to handle, open and store and guarantee the product excellent protection thanks to the

■ The companies of the group

The companies LDH and EUGEA are part of La Doria group. LDH (La Doria Ltd) is an English company, working in the sale of tomato by-products and fruit, legumes, tuna and boxed salmon and other products. The company is the operating arm of the parent company in the United Kingdom and provide the large chains of retail-trade directly, without the use of intermediaries. To date LDH enjoys important market positions above all in tomato by-products and fruit with private labels.

Eugea Meditteranea SpA, located in Lavello (Potenza) is a company involved in the production of tomato by-products and fruit purees.



■ LA DORIA IN FIGURES

In 2007 La Doria recorded a consolidated turnover of more than 406,6 million euro, the 29% of which on the domestic market and the remaining part on the international markets, especially in Northern Europe.

The sales consist of the fruit line (27,5%), of the "red" line (29,6%) and of the line for the production of legumes, vegetables and boxed pasta (19,3%). The "other sales" (mainly consisting of products sold by the subsidiary company LDH - La Doria Ltd) make up 23,6% of the turnover.

85% of the Group revenues result from private labels products, especially sold abroad (among the chains of large-scale retail trade, it is worth mentioning Sainsbury, Tesco, Aldi, Hahold, Danske Supermarket, Carrefour, Auchan, Coop Italia, Conad PAM ICA, etc.); the remaining 15% results from La Doria-branded products, Vivi G-branded products and La Romanella discount products, almost exclusively sold on the Italian market, in the copacking formula.

La Doria also produces for some leading brands in Italy and abroad, such as Star, Santarosa-Unilever, Coca Cola, Heinz, Mutti, Kagome.

possibility of applying pack reinforcing flaps.

The MP 200 packaging machine satisfies the production demands of the line in full, whose nominal speed is of 14,400 bottles per hour.

La Doria has decided to propose *combisafe*[®] to respond to the change in the purchasing habits of the consumer, who prefer new containers, easy to handle and open with a strong image of quality and freshness. The new

container packed by the MP 200 is highly innovative, guarantees a superior quality of the product and is an alternative to the traditional tin cans and glass jars. With *combisafe*[®], La Doria also wants to offer large-scale retail trade a packaging with sure logistical benefits, like optimisation of shelving space and transport and storage costs.

The range of products offered by La Doria in *combisafe*[®] will also include tomato by-products,



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legumes, soups, ready made sauces and ready made meals in different formats.

The advantages of this new kind of packaging are many, both for the producer and the consumer.



combisafe®

Advantages for the producer

1. It catches the consumer's attention: its high visual impact packaging makes the product attractive, encourages impulse buying and is easy to recognise on the shelves.

2. It offers logistics benefits: it optimizes both transport costs (+80% of products per pallet compared with glass and +15% compared with cans) and shelving space (+50% shelf space: 12 *combisafe®* containers in place of 8 standard cans) and it is easier to stack and store.

3. It features a high flexibility level in terms of sizes available (from 200g to 500g) and product portfolio.



Advantages for the customer

1. It is a practical, fast and convenient packaging: it can be stored in the fridge, without spilling the product, partially closed and does not leave odours. Once used, it can be crushed and occupies very little space in the trash bin and can also be recycled along with paper.

2. It is a safe and easy to open packaging, since it is provided with a tear opening, does not need tin openers and there is no risk of breakage (as with glass jars) or injury.

3. It is an eco-friendly material which satisfies the demands from the consumer to respect the environment, also in its final destination after use.