

# PepsiCo Iberica.



WATER & CSD SECTOR  
**Compañía de Bebidas S.A**  
Gruppo PepsiCo.  
Echavarri Viña, Spain  
» shrinkwrapper  
SMIFLEXI SK1202HS P 

■ The CSD (non-alcoholic drinks) sector was the first to industrialise the operations of bottling and packing, adopting increasingly innovative processes for managing the production plant, distribution system and packaging techniques.

The correct choice of packaging, in particular, is fundamentally important to the success of a beverage product, since all companies in the sector use a great variety of containers (glass bottles, PETs, metal cans, etc.) which are packaged in various types of packaging, among them shrinkwrap packets, cardboard

cases, cluster packs, etc.

In addition, consumer preferences and expectations are constantly evolving, requiring soft drinks manufacturers to set up extremely flexible bottling lines that can be quickly adapted to market trends.

This requirement led "Compañía de Bebidas PepsiCo" to install in its own manufacturing plants a new Smiflexi SK 1202 HS P shrinkwrapper, designed for packing cans at high speed.

# PepsiCo Group

aims for high speed and flexibility

■ Every day, across the world, hundreds of millions of consumers purchase their preferred choice of carbonated soft drink. The enormous success of this type of beverage has significantly increased the responsibilities of production companies which must find a balance between consumer requirements for healthy, wholesome products and internal requirements in terms of marketing strategies, cost containment, expanding their share of the market, etc. The Spanish company "Compañía de Bebidas PepsiCo" recently purchased a new Smiflexi shrinkwrapper from the SK HS series, to strengthen, with cutting-edge machinery, its secondary packaging line for soft drinks in 33cl cans. This was a significant investment which led to the installation of a new-generation automatic line



*Above: Compañía de Bebidas' technical staff, on a visit to SMI, meets personnel from the commercial and after-sales support departments.*

for high speed operations; the system allows for the packaging (both in single and double lanes) of metal cans in shrink film packs (with or without pads) in a large number of different configurations: 2x2, 3x2, 4x2, 4x3, 6x3, 6x4, 7x4, 7x5 and 8x4.

It is a cutting-edge choice of technology which satisfies the requirement for an increase in production due to growing market demand for canned soft drinks and provides high flexibility in terms of final packaging. It is a crucial investment for Compañía de Bebidas PepsiCo, which will allow

this Spanish company to maintain its very high product quality, fully respecting the environment and maintaining its position as market leader.



# Packaging:

an important marketing strategy



■ Operative flexibility in its own bottling lines is a key factor for the Bebidas PepsiCo company. In fact, being able to use a single packer to package a wide range of products in many different pack configurations is undoubtedly an advantageous choice from a financial point of view. The new SK 1200 HS P packer by Smiflexi also allows for the production capacity of the line to be increased up to 120,000 cph. The whole manufacturing cycle is completely automatic and designed to keep format changeover times to a minimum. The Spanish company strongly believes in

developing its own business and this is why it makes continuous investments in technologically-advanced machinery. During this process of innovation and growth, Bebidas PepsiCo has relied upon the professionalism of SMI, with which it has collaborated since as long ago as 1998, the year in which the first packer by this Italian OEM was installed. In order to respond promptly to requests from its customers for more flexible and versatile machinery, SMI makes continuous investments in the research and development of innovative projects, such as the new

## ■ PepsiCo Iberica

PepsiCo Incorporated is a multinational company which operates in the field of production, marketing and sales of a wide range of food and beverage products. The company was established in 1898 with the name "Pepsi Cola Company" becoming PepsiCo in 1965 when it merged with Frito-Lay. PepsiCo purchased Tropicana in 1998 and Quaker-Oats in 2001. In addition to the Pepsi-Cola brand, the American company also owns Gatorade, Frito-Lay, SoBe, Naked, 7Up and Tropicana and has a presence in over 200 countries across the world. In 2009, the multinational PepsiCo had a turnover of 43.3 billion USD, employing 285,000 people. PepsiCo Iberica is the division of PepsiCo which operates in Spain and Portugal. It is one of the main commercial divisions of the US company and has two main headquarters (Madrid and Vitoria), four production plants in the Iberian peninsula and a workforce of over 3,500 employees.





added modules, the length of the magazines to allow for greater autonomy. An extremely innovative element of the Smiflexi packers of the SK HS series is represented by the new shrinking tunnel for cans, equipped with appropriate devices for side shrinking the packs. The flow of warm air is, in fact, also distributed to the sides of the packs in transit in the tunnel; this allows for the quality of side shrinking to be improved, obtaining, at the end of the process, superior quality packages from an aesthetic point of view.

“SK HS (High Speed)” series of Smiflexi shrinkwrappers that are able to package different sized cans in many different configurations at the maximum speed of 450 packs per minute (depending on the collation and size of the containers being packaged). The innovative technology of the new SK 1200/1202 HS, together with the fluid and fully automatic packaging system, which is typical of the SK range, guarantees SMI customers very high performance in terms of the reliability of the process, the quality of the final package, lowering operating costs and energy saving. In the machine feed area, the pushes of the accumulating products are optimally managed thanks to a conveyor made up of two modules each measuring 2

metres, each of which is fitted with its own motor. The Smiflexi SK 1200/1202 HS shrinkwrappers are fitted with an automatic system for changing formats which minimises manual adjustments, notably easing the work of the machine operator. The design of the SK HS models is ergonomic and functional and allows the operator easily to undertake all activities connected to the use and maintenance of the system, in full compliance with the highest safety standards. For example, the “pit-type cardboard blank magazine” was devised to ease loading operations, make feeding the machine with cardboard blanks more linear and fluid (less pushes), carry out automatic loading by robot (optional) and increase, by



# Pepsi

## and environmental sustainability



■ Reducing energy consumption and, consequently, pollution connected to it, should be a moral imperative for all companies, especially the largest ones. PepsiCo has been committed for some years now to managing its resources more appropriately. For example, two years after the launch of the “Path to zero” project, which aimed at reducing water and energy consumption and at

### ■ European Green Capital Award



“European Green Capital” is a European Commission initiative which every year recognises a city within the EU which is at the cutting-edge in terms of solutions for environmentally-friendly urban living. The jury tasked with awarding the title uses 11 environmental indicators to assess the ability of the candidate cities to achieve high levels of environmental protection, their commitment in following ever more ambitious objectives in terms of sustainable development and the possibility of them acting as a model for other European cities. Stockholm and Hamburg were the first cities to win the title; Stockholm in 2010 and Hamburg in 2011.





## ■ Vitoria-Gasteiz is the “European Green Capital” for 2012

Vitoria-Gasteiz, unofficial capital of the autonomous community of the Basque Country and capital of the province of Álava, has been declared the winner of the “European Green Capital” award for 2012. The award, established by the European Commission, encourages cities to improve their quality of life, taking systematic account of the environment during town planning.

The award is a showcase for commitment and innovation which will allow for growth and progression in the future, as the “green” reworking of cities encourages sustainable development on a global level. The award was earned by the fact that Vitoria “has made great progress in greening a traditional urban environment.

The “Green Belt”, a semi-natural green area partially reclaimed from degraded areas, surrounds the centre, ensuring that its entire population of almost a quarter of a million people lives within 300 metres of



an open green space.

The local authorities have made far-reaching choices to sustain and increase biodiversity and ecosystem services.

Flora and fauna are monitored and habitat fragmentation is reduced wherever possible.

The city is successfully coping with water scarcity and has steadily decreased its water consumption over the last decade; this has been possible thanks to numerous investments to improve water supply, reduce losses and work towards sustainable consumption”.

decreasing waste linked to manufacturing processes, the famous drinks brand has decided to publicise the results it has achieved in terms of sustainability.

As well as the ambition to become “fossil fuel free” by 2023, the American company is primarily committed to reducing packaging waste, replacing a large amount of raw materials it uses with sustainable and biodegradable products.

Between 2008 and today, there has also been a drop in energy consumption, which followed a decrease in the amount of waste taken to landfill and a decrease in water usage.

Health and sustainability are in fact part of the Pepsi Group’s DNA and it attributes great importance to technological



## ▪ About Vitoria-Gasteiz

The city was founded in 1181 near the village of Gasteiz, with the name Nueva Vitoria, by the King of Navarre, Sancho VI the Wise. Soon after its foundation, the town took on its official Castilian name of Vitoria-Gasteiz. When, in 1978, Basque names were also made official, the name remained the same in both languages. The city is divided into two parts: the mediaeval town high on the hill and the modern town at the bottom. The latter is in continuous development due to the recent industrialisation of the area, based essentially on the establishment of small to medium sized enterprises and on the presence of some multinational companies. Vitoria's strategic position, located on the shortest link road between Castiglia and Northern Europe, has made this city a very active commercial centre since ancient times. The development of its arts and crafts and its industry experienced strong growth especially during the 19th and 20th centuries. The city is characterised by a well-kept and preserved historic centre, deemed as one of the best in the north of the Iberian Peninsula and, for this reason, in 1987 it was declared of national interest.



innovations as valuable tools for reducing the use of energy, water and packaging materials. Sustainable companies can

thereby cut costs, lead innovation, reduce risks, motivate employees, assist retail customers and increase consumer loyalty. At Echevarri Vina, Vitoria, this principle takes on an even greater importance as particular attention is paid by companies and communities to environmental issues, which are seen as key elements for improving the quality of life. This commitment was recently recognised by the European Commission, which declared Vitoria-Gasteiz the "European Green Capital".

