



Refriso Bebidas.




WATER & CSD SECTOR
Refriso Bebidas
 Sorocaba, SP, Brazil
 >> stretch-blow moulder
 SMIFORM SR 10
 >> shrinkwrapper
 SMIFLEXI LSK 35 F 

■ The Many Flavours of Brazil



The majority of carbonated soft drinks brands produced in Brazil has, as their basic ingredient, a fruit, seed or extract deriving from locally-grown plants. In fact, in this large South American country, there is an exceptional variety of fruits, a large amount of which are used in the industrial production of fruit juices and carbonated soft drinks. Just think of the guarana-based drinks, which are made from a seed grown in the Amazon forest, whose consumption in Brazil exceeds that of cola-based drinks.

Brazil is the third largest market in the world for consumption of carbonated soft drinks, helped also by its warm climate. Nothing can beat sipping a cool drink made with coconut, guarana, soda or cola on a hot day. In Brazil, there really is an embarrassment of riches and everyone can lay their hands on a product that perfectly satisfies their own palate. One of the main players in this enormous "business" is located in Sorocaba, a town close to San Paolo in Brazil, where the company Refriso Bebidas has its headquarters. To increase the capacity of the 2 litre bottle PET line, the Brazilian company recently purchased from SMI an Smiform SR 10 stretch-blow moulder and an Smiflexi LSK 35F shrinkwrapper which are able to reach production speeds of 18,000 bottles per hour and 35 packs per minute respectively.

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and product diversification

■ It is not by chance that Refriso Bebidas occupies a strong position among carbonated soft drinks manufacturers in Latin America. The company has been able to seize market opportunities and meet the growing demand for soft drinks which has been witnessed in Brazil in recent years. Outstanding professionalism and excellent know-how have been the decisive factors that have allowed Refriso Bebidas to expand its business, installing latest generation manufacturing systems and machines with high technological content. Faced with an increasingly demanding market, Refriso has managed to diversify its product portfolio, which now includes numerous brands of carbonated soft drinks, colas, energy drinks, fruit juices and other beverages. The "Bacana" brand is among the most successful of the Brazilian company and includes



carbonated soft drinks in several different flavours (cola, cola light, guarana, lemon, Tutti Frutti and grape, to name just a few). The products branded "Vedete", "Kiko" and "Original" offer an equally broad range of beverages with the flavours of cola, guarana, grape, pineapple, etc.), while the products in the "Red Night", "All Night", "Xapuri" and "Cachoeira" lines are the favourites among young people.



Smi and Refriso Bebidas: technology at the service of the customer



2 litre PET bottles in 3x2 shrink film packs. The machine is also, however, able to package other types of containers already used by the Brazilian company, such as aluminium cans.

Absolute product quality and customer satisfaction are the priorities of Refriso Bebidas' "mission". For this reason, all drinks which leave the company's plants are subjected to continuous quality controls by a dedicated technical team.

■ The Refriso (Refrigerantes Sorocaba Ltda) company has acquired great experience in producing and packaging a wide range of non-alcoholic beverages in various flavours. The machinery installed at the Brazilian company's bottling plants uses the most advanced technologies in terms of flexibility, reliability and efficiency: key factors which allow for the production capacity and the product mix of the group's different commercial brands to be easily adapted based upon market demands and preferences, with low operating costs and optimal

system utilization. The production system is completely automated and guarantees rapid transitions from one container to another and one pack configuration to another. To enhance production of the 2 litre PET bottles, for bottling products under the "Bacana" brand, Refriso Bebidas turned to the technical expertise of SMI, opting for a 10 cavity stretch-blow moulder from the Smiform SR series; for end of line packaging, the Brazilian company chose an Smiflexi LSK 35F shrinkwrapper, which packs





▪ The uses of guarana

The indigenous peoples of South America have always considered guarana to be an elixir of life; an extremely valuable plant which provided them with food and a means of curing disease, alleviating pain and increasing physical stamina, by virtue of its tonic and stimulating properties.

Only the seeds of this plant were used, which each tribe used according to its own

"recipe". Tradition has it that clusters of half-open fruit were collected and put into containers filled with cold water to extract the outer layers.

After being cleaned, the extracts were roasted over a low heat and reduced to a powder, to which a small amount of water was added to form a smooth paste.

From this mixture "log" shapes were extracted and smoked on a fire of resinous wood. The log obtained in this way was grated when required.

Guarana is widely used in South America to prepare a famous soft drink, which is slightly fizzy, known by the same name, which, especially in Brazil, is synonymous with "soda".

The drink looks and tastes similar to cola-based drinks. It has a slightly stimulating effect and a sweet taste. As a medicine, it is available in tablets, sticks and, better still, powder. Still today, guarana is used to improve concentration, physical and mental stamina and to bring energy to the body.



An equal amount of care is put into the selection of raw materials and suppliers, two key factors in improving the efficiency of the production process and ensuring that the products on offer maintain their high quality level.

SMI do Brasil, SMI's local branch, has played a crucial role in advising Refriso of the ideal solutions for its present and future production requirements; the choice of an Smiform SR 10 stretch-blow moulder

and an Smiflexi LSK 35F packer is testimony to the importance Refriso places on technological innovation and the operative versatility of its systems.

▪ THE WORD TO THE CUSTOMER - Interview with Edson Silveira Mello, Production Manager, Refriso Bebidas



What is the key to Refriso Bebidas' success in Brazil?

“Undoubtedly our ongoing commitment to improving the quality of the products we offer. In order to meet the expectations of end consumers in the best possible way, our company has always been very attentive to changes in market trends and demands. Only from close analysis of what occurs during the purchasing decisions of consumers can we understand what the market expects from us today and in the future.”

What characteristics must a supplier have to meet the

quality standards of your company?

“As regards the partnership with our suppliers, Refriso's principal requirement relates to the service offered in terms of after-sales technical support and the availability of spare parts. »From all our suppliers, we require innovative machinery, equipped with latest generation technology and suitable technical support. We cannot afford for a low quality service to compromise the efficiency of our production system and jeopardise the quality level of our products.”

What are the factors that led Refriso Bebidas to invest in purchasing a Smiform SR 10 stretch-blow moulder?

“We were already customers of SMIPACK, one of SMI's subsidiary companies, and so we had come to know of the credibility and reliability of this major Italian group specialising in packaging machinery. SMI represents a viable alternative to other suppliers in the sector operating in Brazil, since it offers highly innovative machinery and systems with one of the best quality/price ratios on the market. We are confident that this partnership, which was strengthened by our purchasing the Smiform SR10 stretch-blow moulder and the Smiflexi LSK 35F shrinkwrapper, is just the beginning of a long and fruitful collaboration between Refriso and SMI.”

How important is innovation for your company?

“Innovation forms part of Refriso's “mission” and we are constantly searching for the best available technology at competitive prices. The benefits we derive from applying this strategy are passed on to our customers, who can easily locate high-end products on the market with an excellent quality/price ratio.”

■ Guarana-based soft drinks amid tales of myths and legends

The history of guarana is extremely ancient. For many centuries, this evergreen climbing plant, which can reach a height of fifteen metres, was considered sacred by Amazonian Indian tribes. Because of its "strange" fruit, without which the plant would have gone unnoticed, it has always been at the centre of legends, myths and tales. In ancient times, one of these legends had, as its main star, Cereaporanga, a girl with a pleasing appearance and soul, protected by the goddess of beauty and life. It is said that one day, Cereaporanga fell in love with a brave warrior from an enemy tribe. The two lovers, who would never have been able to overcome the hatred that had existed for years between the two rival tribes, decided to run away together to live a happy life. During their escape, Cereaporanga came across a wounded anaconda snake and, despite the danger, her sweet heart led her to stop and help the animal. However, as a result of this "stop-off", the warriors from her tribe were able to catch up with the two fugitives. Certain that her lover would be captured and killed, Cereaporanga made a love and death pact with him, asking the big snake to squeeze them together in their final embrace. The Amazonian Indians of her tribe, seeing the two lovers entwined in their final gesture of love, despaired at the impending death of their protégée and asked for help from the goddess of beauty and life so that at least the spirit of the woman would not abandon them. The goddess, moved by Cereaporanga's gesture, made a plant grow from her eyes, the "guarana", whose fruits, when opening, resemble two shining black eyes, just like those of the beautiful maiden.



How important for Refriso is SMI's direct presence in Brazil through its SMI do Brasil branch?

"SMI's direct presence in our country was one of the key factors in the decision-making process that led to us choosing this supplier. For our organisation, just like any other industrial entity that uses machinery originating from another continent, it is essential for us to be able to rely upon the permanent local presence of the supplier. The fact that we are able to depend upon, at any time, technical support which is "close to home" is vitally important in being able to maintain a high level of efficiency and system use, especially in the event that we require spare parts urgently. From this point of view, the presence of SMI do Brasil is a source of confidence and peace of mind in the conduct of our everyday work."