

San Benedetto.



WATER & CSD SECTORS
Acqua Minerale
San Benedetto S.p.A.
San Benedetto Group
Scorzé (VE), Italy
>> multi-packer
SMIFLEXI MP 300 

■ “Learning to create well-being from nature” is San Benedetto Group’s guiding principle, which is encapsulated in its mission “Resources for Life”, at the heart of the group’s continued development. All the activities of the company based in the Veneto region revolve around the concepts of “well-being and focus on consumers’ needs” and “protecting the environment and its resources”. To operate whilst protecting the environment, San Benedetto uses the best technology available on the market: cutting-edge solutions that are able to improve the efficiency of the production process and

safeguard essential values such as the environment, quality, safety and well-being. With the view of meeting all our customers’ needs, which involves providing quality products with a practical and innovative packaging, Acqua Minerale San Benedetto SpA recently installed a new Smiflexi MP multipacker with cardboard sleeve overwrap and an output of 300 packs per minute. The new machine will be responsible for packing the new 18 cl. “Alice” glass bottle for Schweppes Tonica, which the company based in Scorzé manufacturing plant and distributes in Italy with the authorisation of Schweppes Int. Limited.

San Benedetto Group: yesterday and today

■ Established in 1956 to bottle Fonte San Benedetto and Fonte Guizza mineral waters - both water springs being located in Scorzè (near Venice) - the Acqua Minerale San Benedetto Group soon went from being a small local manufacturer to a large company with a national presence and a view to expand abroad. Owned by the Zoppas family of entrepreneurs from Conegliano, who started the business together with the Scattolin brothers, it is a leading company in its sector. After the initial development, since the end of the '70s San Benedetto has firmly invested in innovation and new production technologies. In 1980 the company based in Scorzè (Venice) was the first company in the Italian beverage sector to use PET bottles.

The following years were marked by the company's strong international vocation, which led the San Benedetto group to sign a series of important agreements with the main players in the soft drinks market: in 1984 the company started its collaboration with Cadbury

Schweppes Int. for the production and distribution of Schweppes' own brand products in Italy, while in 1988 the firm secured an agreement with PepsiCo International for the production and marketing of its Pepsi and Seven Up brands. Today the San Benedetto Group, which operates in over eighty countries in five continents, is the leading, wholly-Italian group in its sector in Italy, the second-largest player in the soft drinks market and ranks 16th in the "food & beverage" segment. The figures of the Veneto-based company are self-explanatory: 5 product categories, 9 brands, 130 products, various formats distributed all over the world, 2,300 employees, a consolidated turnover equal to 875m euros (2009), 17m products manufactured in Italy on a daily basis...

San Benedetto operates two plants in Spain where two Smiform stretch-blow moulders have been installed for the production of large-capacity PET bottles. The company also runs a production plant in Poland and one in Hungary. In France Gruppo Acqua Minerale San Benedetto



set up "L'Européenne d'Embouteillage", a joint venture created in partnership with Orangina Schweppes International and specialised in the production of mineral water and soft drinks, while in Mexico it established IEBM (Industria Embotelladora de Bebidas Mexicanas), a joint venture with Dr. Pepper Snapple Group.

Water is life!

...between history and interesting facts



■ Water has always been a precious and indispensable resource for the life of mankind and that of every living being.

In the known universe, only where there is water there is life. In primitive cultures, water was considered a feminine emblem for fertility.

Proving the deep importance of water is the idea held in the Magna Grecia area - the term refers to the ancient Greek colonies in Southern Italy and Sicily - according to which every thing visible in the sky and on earth was the result of the alchemic combination of four elements (Water, Air, Earth and Fire).

Moreover, people thought that planets, because of their similar composition, influenced the behaviour of

people born during specific combination of stars.

They attributed a "creative" capacity to water signs.

Thales of Miletus (624 - 546 BC) was the first Greek philosopher to offer a scientific-philosophical theory on nature, choosing water as the primordial element that puts off fire, dissolves in earth and absorbs air.

Each element, when combined with water, gives life to every creature in the living system, as this originates from water. Indeed, water is a source of life, both in the sea and in a mother's womb.

Again at the time of Magna Grecia, people believed that gods living in water springs were also responsible for protecting them.

Many traditions around the world and all ancient and modern cultures associate life and its mysteries with water's sacred nature.

Unfortunately today we have forgotten these traditions and their ancient, ritual and propitiatory significance, focused on the respect for water and for its vital role in mankind's life.

To give an example, the tradition of throwing coins in the Trevi Fountain in

Rome still lives on, with many believing that tossing the coins in the fountain brings luck and is a good omen.

However, many have forgotten that this propitiatory gesture dates back to a tradition to ingratiate the favours of the god protecting the fountain, for the gift and prosperity of life.



■ Producing in harmony with nature



The company's motto, "San Benedetto: Resources for Life" encapsulates the close connection the company has with the area in which it operates.

The values it describes are consistent with the product's purity, with the marvellous landscape of the area where the product originates and the benefits

that it offers to consumers wishing to maintain a healthy and balanced lifestyle.

San Benedetto's mineral water is an oligomineral water and comes from the perennial snow of the Alpine glaciers in the Veneto region, in an area rich of natural resurgent rivers.

The long and slow path that water follows along limestone and Dolomite rocks adds mineral salts, making the water particularly suitable for everyday consumption.

It helps improve digestion, boasts diuretic properties and is particularly indicated for low sodium diets and during breastfeeding. The bottling process of this very valuable "natural resource" began in 1956, with environmentally-sound principles and great attention for product quality.

Every day the product undergoes as much as 800 tests right from the beginning of the bottling process and tests are also carried out on samples of the packaged product.

Smi and San Benedetto: technological versatility focused on customer satisfaction



■ The San Benedetto Group has always kept a close eye on its customers' specific needs and is able to meet a wide range of expectations by customising its product packaging solutions and providing a quality service to end consumers.

To promote its new 18 cl. "Alice" format, the company based in the Veneto region has chosen an innovative and impressive packaging, produced in partnership with SMI: cardboard sleeve overwraps, the

best solution to convey the "personality" of an elegant and refined drink, with a distinctive taste and an exclusive shape such as Schweppes' tonic water. According to recent studies by authoritative research institutions, in retail points of sale (supermarkets, large shopping centres, ect.) many of consumers' purchasing choices are driven by emotion.

An attractive packaging solution with an emphasis on logistics requirements

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is a key business support that can direct the public's attention towards a specific product.

The range of packaging machines produced by SMI's Smiflexi division includes high-tech machines that can provide truly innovative custom-made packaging solutions.

The MP series multipackers can pack plastic, metal and glass bottles, cans and cartons according to several packaging solutions (multilayer packaging; with bottle necks inside or outside the punch; with integrated handle; with lateral retaining flaps), in order to meet the largest amount of specific requirements put forward by our consumers.

The new 18 cl. "Alice" glass bottle, launched on the market in March 2010, has a new image featuring a design with clean and essential lines that combines Schweppes' unique quality with the elegant and refined style of an exclusive, sophisticated and very attractive shape.

Acqua Minerale San Benedetto SpA chose to rely on SMI's experience for the secondary packaging of this new product.

The new high-tech bottling line is the most innovative solution of its kind in this sector.

Smiflexi's MP 300 TRBF packaging machine meets the production requirements of 36,000 BHP with a 2x2 collation

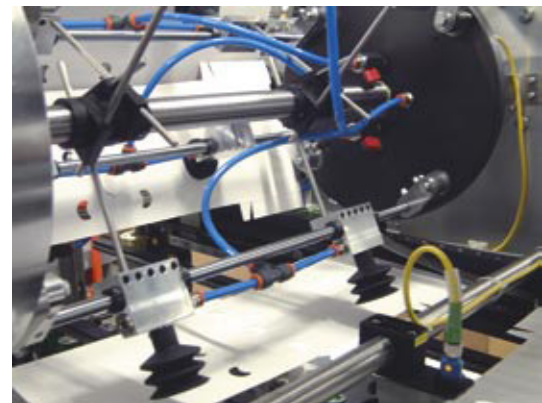


solution for 18 cl. bottles and 2x3 for 10 cl. bottles.

Packs have bottom reinforcement flaps: a multipack solution with attractive graphics and a strong visual impact, shock-resistant, easy to handle, open and stock. With "Alice" Schweppes strengthens its leadership in the tonic water sector.

With its 220 years of activity, the product has entered the global "history of drinking" by its own right and has become a reference brand for this market segment.

Its new image is meant to target young and trendy customers as part of a comprehensive, varied offer suitable for all palates.



Feel the springtime with San Benedetto mineral water



San Benedetto mineral water helps you regain your daily wellbeing.

Pure origins, balanced minerals and trace elements for

natural hydration and detox...

...making you feel like every day is spring.

Find out more on www.sanbenedetto.it


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Acqua Minerale Naturale
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▪ THE CUSTOMER'S OPINION - Interview with Giovanni Cattaneo, Operations Director at Acqua Minerale San Benedetto SpA.



Since the beginning of the '80s we have been heavily investing in technological innovation and we were the first to market PET containers in Italy and we even obtained patents on the production of plastic bottles.

Over time this open attitude led us to improve our production efficiency, our attention in choosing raw materials and towards the energy we use and packaging disposal, striving to make our packs more and more eco-friendly.

Such technological effort led us to encompass the "energy-saving" philosophy in our strategy to drive our R&D activities, re-focusing our product and process development activities on environmentally sustainable principles.

Innovation levels attained and the strong technological know-how acquired have enabled the Company to design and launch a generation of eco-friendly bottles with a lower plastic content.

Indeed over the last 25 years, we conducted studies that allowed us to improve the entire production process and to reduce the amount of plastic we use for each bottle, which in turn led to lower CO2 emissions.

In that respect, an independent certification body (CSQA) has certified the gradual reduction of CO2 from 1983 to 2008.

Our focus on energy savings also includes production systems,

Eco-friendly values, quality products and a close eye on consumers' well-being are the strengths of your company's corporate policy. How important is the contribution offered by high-tech machinery to reach these goals?

What is the key of Acqua Minerale San Benedetto's success in Italy and abroad?

"San Benedetto's keyword is: innovation.

For us innovation is the ability to think ahead and anticipate consumers'

ever-changing demands and needs and translate them into high quality products offered on the market (as, for instance, shown by the launches of "Batik Break", the prebiotic drink with fruit juice and milk cream - enriched with prebiotic fibres that help regulate digestion - and "Thè Verde", our green tea brand which was recently appointed as "Product of the Year 2010" in its product category by Italian consumers).

Innovation also means energy savings and ongoing research.

transport and stock processes and is moving nearer to distribution and consumers.

Moreover, our strength also lies in the fact of being a total beverage company, where 55% of our business falls under the 4 non-water categories: tea, fizzy drinks, fruit-based drinks and sports drinks.

This means our presence covers all channels and occasions when the product is used with specific products and formats.

Indeed we provide a comprehensive and transversal offer comprising 9 brands and 130 products that are able to meet all consumer and trade needs, ensuring quality products and an excellent service.

This allows all players part of the manufacturing process to design, together with our group, an effective product offer in line with market trends and adapted to where and when the product is used.”

Schweppes Tonic's new "Alice" bottle has a very elegant and attractive design.

What role did the collaboration with SMI play in producing the packaging for this new product?

“We worked very closely with SMI, with the shared goal of reaching the best result.

Also thanks to such commitment, the competent and professional work carried out by the supplier contributed to obtaining this result - as proved by the new “Alice Schweppes Tonic” 4-bottle pack, which completes an impressive packaging solution: a design with the right touch of elegance and functionality.

This winning mix of “ingredients” is crucial to the success of a product.”

What characteristics should a supplier have to meet San Benedetto Group's quality standards?

“Suppliers working for San Benedetto have been rigorously selected to ensure the best results in terms of quality.

Clearly, our choice tends to be towards companies that stand out in terms of innovation, both in terms of a quality exterior looks and for being able to combine this aspect - as in the case of Alice, mentioned above - with functionality.

San Benedetto works with businesses that know that they are competitive under every aspect, both in terms of costs and speed, as well as flexibility in offering all their know-how.

That is to say all the skills that can meet the quality, safety and innovation requirements that a professional leading company wishes to pass on to its consumers.”

▪ San Benedetto and retailers: allies to develop an eco-sustainable culture

The year 2010 saw the development of the first example of alliance between industry and retailers in Italy to recover plastic bottles directly at points of sale.

The goal of the collaboration project was to raise awareness on recycling among consumers to reduce the impact on the environment.

Thanks to a promotional scheme that awards loyalty points for every bottle put into special bins, consumers play an active role in the “PET recovery” project.

The initiative involved supermarkets and large shopping centres based in the Veneto region, where PET bottled recycling bins were placed.

The project generated strong interest and proved that consumers are increasingly aware of environmental issues and of the importance of a healthy and balanced lifestyle.