

Sirma.



WATER & CSD SECTOR
Sirma
Sirmagrup
Bursa, Turkey
» stretch-blow molder
SMI SR 4HC

Above: sunset on the Sapanca Lake, the resort were the Sirma water spring gushes out

■ SIRMAGRUP: SOME HISTORICAL DETAILS

Despite its recent origins, the SIRMA group has quickly initiated a process of expansion, increasing its production output and investing in technologically advanced systems.

The first production plant Buron Tum Gida was set up in Bursa in 1991, where water production was begun under the name "SIRMA" and where "Sirma soda" glass bottles are currently packed.

Other production lines, dedicated to water bottling, lie in Sapanca, where Kaynak Sulari ve Turizm is located. Later, in 2002, Grup Soda Ve Mesrubat Paz was set up to package "fruit soda" in glass bottles, forming a sound base for the development of the group; in fact, in 2008 a new production plant of 15,000 m² will be completed near the Sapanca spring site.

In Sapanca the renowned Sirma water, featuring natural taste and healthy properties, gushes from Mount Kartep at an altitude of 1,800 m.

Bottled by fully automatic machines it is distributed throughout Turkey and beyond, so that all may benefit from these qualities.

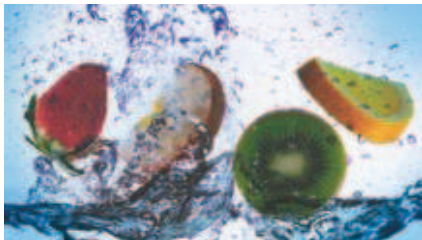
■ The beverage market

The consumption of mineral water is in continuous growth and it is expected that a further increase will take place by virtue of the same factors which have marked its current success: first and foremost the limited possibility of disposing of good organoleptic quality drinking water in addition to the intense marketing activities by major industrial groups and the orientation towards nutritional lifestyles that privilege healthy-natural food habits.

The market of waters flavoured or enriched by important health ingredients like vitamins, oxygen, herb extracts, etc. is also in rapid development.

For some years the consumption of still water has been gaining ground over sparkling waters, despite it is being contrasted partially by the discreet success of the slightly sparkling and effervescent natural waters. Still waters in fact base their strength on the ability to combine health needs - which are being successful - with those tied to taste.

PET is the material used by the vast majority of companies, while glass - heavily disadvantaged in terms of costs and handling charges connected to the practise of money back for empty bottles - is still used in the channel of home deliveries, but continues to fall.



■ Some figures

SIRMA - Bursa plant

- 15,000** m²: production area;
- 90,000** : number of bottles / hour
- 5**: types of bottles
- 20**: types of packaging
- 10**: types of product
- 21**: flavours

KAYNAK SULAN VE TURISM

- Sapanca plant

- 20,000** m²: production area
- 90,000**: number of bottles / hour
- 7**: types of product



■ The beverage market in Turkey

This process of continuous expansion has involved Turkey, as well; this country experienced a "magmatic" development over the last 15 years and turned into a market fully integrated into the international trade, ever closer to the western models and with an ever higher standard of living. This new scenario has qualified Turkey as a reliable interlocutor on the international scene, where Italian operators are in an advantageous position as Italy is not considered only a business "partner" of great importance, but also a cultural and development model to copy, providing the technology which serves to improve local and international production.

■ Sirmagrup

The Sirma Group has made its products available also to international consumers, earning a continuous growth in the volume of water exports. Today, with more than 19 different products, SIRMA has made a name for itself within Turkey and chosen an Italian partner to enter the international arena: SMI, which has been following this unstoppable growth since the early 21st century.



▪ IT IS THE CUSTOMER'S TURN TO SPEAK - Mr. Erol Karabacak, the founder of company Sirma, explains the importance of the choice of a supplier within an expansion process.



Since 1991 SIRMA has been experiencing a period of continuous expansion. What have been the factors of this success ?

“First and foremost we have been able to take advantage of market opportunities and offer consumers a series of products to respond to their economic, health and purity expectations. Our original line of water is being expanded to include waters flavoured with fruit (apple, lemon, tropical fruits, cherry), waters flavoured with vitamins and a series of sparkling beverages enriched with vitamin C. Consumption is moving ever closer to this segment which responds to the demands of healthy nutrition. In the early 2000s we

found ourselves up against a growing demand in the market and in this context it was crucial to make further production investments and choose a supplier who could respond not only to our requests of the moment, but could also be our advisor in this important development, to respond efficiently to a market in continuous change.”

How did you tackle the growing demands of the market?

“The only way was to invest further in production. In particular water and soft drinks consumers are looking for packaging alternative to glass: in this context it has been necessary to install a new production line of PET bottles with a particularly innovative design. And it has been from that moment on that we began our relationship with SMI, adding the SR 8 blow-molder to our plant of Sapanca to satisfy the production demands of 12,000 bottles/hour. SMI was able to perceive our requests and immediately made its technical staff available for the development of the new

0.33, 0.5 and 1.5 l bottles. Following this installation, which dates from 2004, our partnership with the SMI group began, consolidating itself with the choice of the new SR 4HC blow-molder to produce PET bottles of 5 and 10 litres and with the installation of other secondary packaging machines at the various production plants of SIRMA group.

Overall, a dozen of SK and LSK shrinkwrappers are at work in the plants of Sapanca and Bursa, to produce varied kinds of packaging for PET products and glass.

We also decided to install a new SR 4HC in the new plant nearby Sapanca, due to become operational in 2008 to produce large volume containers, and an LSK 35F shrinkwrapper.”

What factors have consolidated your partnership?





“For sure, the contact with the supplier. After the first SR 8 blow molder was started, our contacts with SMI did not limit themselves to traditional services, like spare parts supply and technical assistance, but rather transformed into an approach geared to maintaining and improving continuously the performances of each single machine, guaranteeing their functions for the entire lifecycle. The supplier came to us making his staff available: initially to study our requests and allow the realisation of a product which would respond to our demands and those of

the market; later to put us in the condition to be able to use best what we had installed and achieve the maximum possible efficiency. Only with this view to continuing collaboration a long-lasting partnership can be established.”

