

5100 Tibet Spring water.



WATER & CSD

5100 Tibet Spring Water

Tibet Glacier M.W. Co. Ltd.
Lhasa (Tibet), China

>> casepacker
SMI WP 350



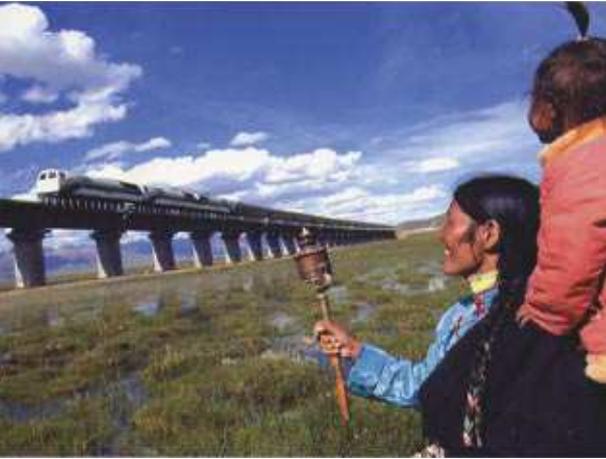
Right side: the "prayer flags" welcome visitors on the Nyenchen Tanggula mountain chain

■ "Top of the world" bottling

The "5100" water flows at 5,100 m (above sea level) from the Dongziqiong source, south of the Nyenchen Tanggula mountain chain, on the Qinghai-Tibet plateau, one of the few areas in the world without pollution. For this reason, "5100", pure, clean and uncontaminated, can be a health support.

The bottling plant belongs to Tibet Glacier Mineral Water Co. Ltd (located near the capital city of Lhasa at 4,300 m (above sea level), which was founded in 2005 during one of the most considerable marketing investments made in Lhasa in the last few years.





"It is a magic light blue road which brings the motherland's affection to the confining areas. From now on, the mountains will no longer be high and the roads will no longer be long, happily joining the various ethnic groups."

■ These are the words from the "Light Blue Road" song written by the Tibetan population, and sang by the Tibetan singer Basang, to celebrate the opening of the Qinghai-Lhasa railway line on 1st July 2006. The "Sky Train", which holds the record as the highest railway in the world - the longest situated on an upland - stimulated the development of the Tibetan market, giving new economic vitality to this region, better known to the world for its Buddhist Monks.

This new technologically advanced and, at the same time, environment-friendly structure, in the Tibetan imagination represents a bridge towards happiness, thanks to the creation of new job opportunities for Tibet's workers, who can now make use of a new and efficient means of transport. After all, the "Tibet Express" has

■ BEIJING-LHASA: an incredible journey on the "Sky Train"

The Beijing-Lhasa railway line, also known as the "Qinghai-Tibet line", connects the capital of China and the capital of Tibet, covering 4,200 Km in 48 hours. Its route serves 44 stations and enables a circulation of eight trains at the same time.



The construction works started in 1956 and the final leg was inaugurated on 1st July 2006.

The "Sky Train" is an engineering masterpiece which climbs up impracticable mountain routes, up to a height of 5,029 m (above sea level), and runs on the highest track in the world; the previous record was held by a mere thirty kilometre route which, at a height of four thousand metres, winds up the well known Machu Picchu peak in Peru.

The passenger carriages are pressurised and air-conditioned like aircrafts, with high protection windows against UVA rays, as 80% of the railway stands at a height of 4,000 m. The highest station is Tanggula, over 5,000 metres (above sea level) high.

Long stretches of the railway are rested on permafrost, that is permanent glaciers, with temperatures well below zero.

7 tunnels have been dug-out (amongst which the Fenghuoshan Tunnel, 1,338 m long, built at a record high of 4,905 m above sea level) and 286 bridges built to allow the crossing of the bare, impracticable and untouched Tibetan mountains.



favoured the spread of the “5100” mineral water, which comes from the 5,100 m-high Tibetan glaciers and is distributed in China, and therefore abroad, after travelling on the new railway line.

The Tibet Glacier Mineral Water Co. Ltd company, bottler of the “5100” water, has particularly enjoyed the economic advantages from

the new transport system.

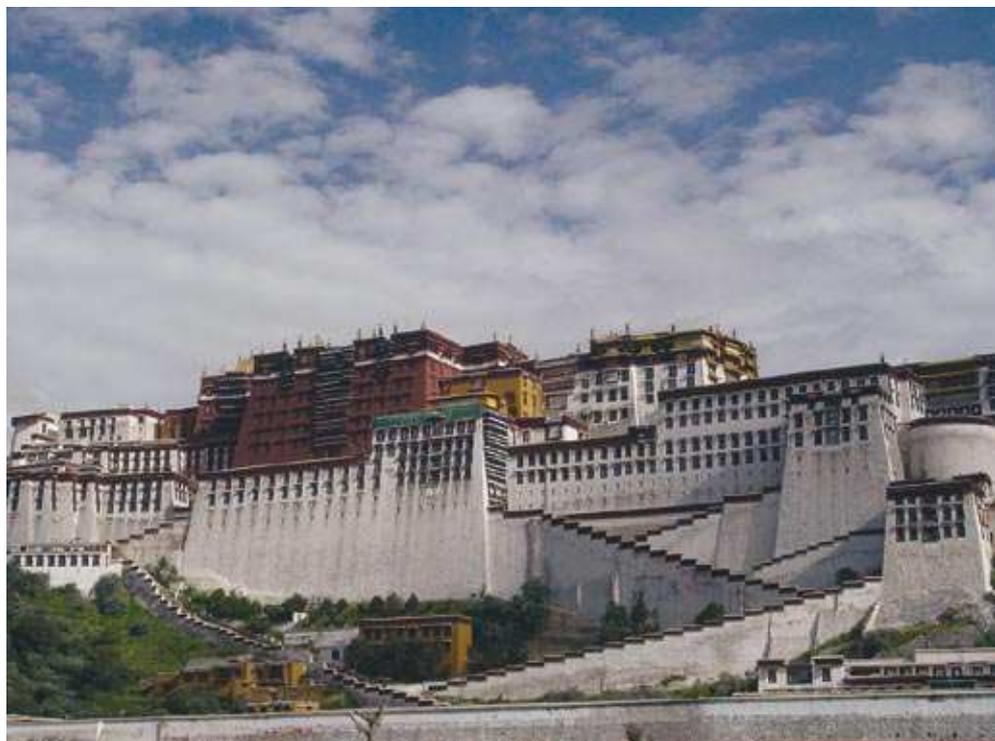
“The realisation of the Qinghai-Tibet railway line began before the construction of our factory”, says Jiang Xiaohong, Tibet Glacier Mineral Water Co. Ltd Managing Director, during an interview with China Radio International, “which means we moved after having received the news.

The first year of operation, after opening to the traffic, shows that we made the right choice”.

The sales of “5100” water have noticeably increased to the point that, with the current productive capacity of 300,000 tonnes per year, the company has become the largest water bottler in Tibet.

Tibet: “Asia’s water tank”

■ The sources of the main rivers in China and south-eastern Asia are born on the Qinghai-Tibet. The Brahmaputra, Mekong, Yangtze, Indus, Yellow River and Salween are fed by the Tibetan glaciers. The “Roof of the world” is also famous for sheltering a number of species belonging to the mountain wildlife, able to reproduce itself and survive only in a “special” eco-friendly, primeval and uncontaminated context. The mineral water of the plateau represents one of the most important trade resources of the region; starting from 2006, the Qinghai-Lhasa railway line has reduced transport costs, making distribution to China and abroad possible.



▪ SMI IN CHINA



The constant commitment to achieve client's satisfaction, has brought SMI to decide to be directly present on the Chinese territory with two representative offices in the industrial poles of Nanjing and Guangzhou.

The highly specialised and constantly updated mother-tongue staff ensures a high quality service both in marketing activities and in engineering assistance service, for installing and maintaining the plants.

The supply of spare parts on the premises, has also made it possible to optimise delivery timing and reduce transport costs.

Competence, professionalism and availability of SMI marketing and engineering personnel in China, represents a key factor in the excellent sales results reached by SMI in this area.



SMI and “5100”: together at high altitude

■ Tibet Glacier Mineral Water Co. Ltd holds the world record for the bottling plant situated at the highest altitude on sea level. The company represents the largest water bottler in Tibet, with a productive capacity of 300,000 tonnes per year. The geographical location at 4,300 m (above sea level) requires the use of advanced technology bottling systems, which enable the company to constantly face difficult challenges due to extreme weather conditions. The need to care the product packaging process is not to be undervalued,

since the water is distributed in the whole of China and abroad.

Aware of such need, Tibet Glacier Mineral Water Co. Ltd has turned to SMI for the supply of a wrap-around casepacker model WP 350 of the WP series, to be inserted in the 25,200 BPH bottling line.

We can therefore confirm that SMI packaging machines are installed in every part of the world, as they are planned for facing extremely different climate conditions.

Packaging in corrugated cardboard box is the ideal solution for distributing Tibet Glacier Mineral



The choice of the Tibetan company to collaborate with SMI, has been positively influenced by the excellent reputation of Smigroup in the whole Asian continent, where it is considered a highly qualified and reliable partner.

In fact, more than 40% of the 350 SMI packaging machines installed in China is represented by wrap-around casepackers.

To face the extreme climate conditions on the "roof of the world", Tibet Glacier Mineral Water Co. Ltd has decided to rely on SMI efficient technology, whose packaging machines are distinguished by the modular design, operating flexibility and high performances, thanks to fully automated processes, electronic control of the machine axis and field-bus wiring.

Another determining factor in choosing a SMI product, is the good quality/price ratio and the after sales assistance service guaranteed by the two Chinese subsidiaries in Nanjing and Guangzhou.

Water Co. Ltd products all over the world.

Packs made with SMI wrap-around casepackers offer important advantages in the conveyance operation: PET bottles contained inside the package are protected from impact, abrasions and mechanical stress as, whilst moving, the carton thickness works as a shock absorber.

The "5100" mineral water is distributed in square PET bottles of 0.33/0.5/1 l capacity and in round bottles of 1.5 l PET. The smaller bottles, 0.33 and 0.5 l, are packaged in the traditional 4x6 format, whereas the 1 and 1.5 l bottles in 3x4 format.

