

**→ SECTOR: MINERAL WATER AND DRINKS**

SC ALCONOR COMPANY

Romania

**→ Plant in Carei**

- 5L and 6L PET bottling line consisting of: EBS 3 HC ERGON rotary stretch-blow moulding machine
- 0.5L and 2L PET bottling line consisting of shrinkwrapper: SK 800F ERGON; HA 80 handle applicator; PACKSORTER divider; automatic palletising system APS 3090P ERGON and conveyor belts
- 0.33L, 0.5L, 0.75L, 1L, 2L and 3L PET bottling line consisting of: SR6 rotary stretch-blow moulding machine; SK 300F shrinkwrapper; stretch film packaging machine SFP 30 ERGON; DV 200 divider and conveyor belts
- 0.25 L SLIM cans, 0.5 L cans and 2L PET bottling line consisting of SK 450 T ERGON shrinkwrapper and conveyor belts

**→ Plant in Voluntari-Bucarest**

- 0.5L, 2L and 3L PET bottling line consisting of: SR 8 rotary stretch-blow moulding machine; SK 400 F shrinkwrapper; HA 40 handle applicator; APS 3050 P palletiser and conveyor belts



# ALCONOR COMPANY

IN ROMANIA, HISTORY, CULTURE AND TRADITIONS ARE PERFECTLY INTERTWINED WITH THE NATURAL BEAUTIES OF THE ENVIRONMENT, WHICH REPRESENT A PRECIOUS RESOURCE FOR HUMAN HEALTH AND WELL-BEING.

WITH A THIRD OF THE MINERAL AND THERMAL WATERS OF EUROPE, ROMANIA BOASTS THE PRESENCE OF 70 RESORTS, WHERE IT IS POSSIBLE TO TREAT VARIOUS ILLNESSES. THE MERIT OF THIS WEALTH DERIVES FROM THE GEOLOGICAL STRUCTURE OF ITS MOUNTAINS. IN THE NORTH-WESTERN PART OF THE COUNTRY, THE PURE WATER SPRINGS OF THE CITY OF CAREI, IN THE COUNTY OF SATU MARE, HAVE ENSURED THE DEVELOPMENT AND SUCCESS OF ALCONOR COMPANY, A LEADING COMPANY IN THE PRODUCTION OF BEVERAGES AND MINERAL WATER. THE COMPANY HAS DISTINGUISHED ITSELF IN ROMANIA AND ABROAD THANKS TO THE ABILITY TO EMBRACE NEW CHALLENGES, TO SEIZE THE NEW OPPORTUNITIES OFFERED BY THE CONTINUOUS CHANGES IN THE MARKET AND THANKS TO THE STRONG COLLABORATION WITH PARTNERS SUCH AS SMI. TO ACHIEVE AND MAINTAIN HIGH QUALITY LEVELS, WITHIN THE PRODUCTION LINES OF THE CAREI AND VOLUNTARI (BUCHAREST) PLANTS, ALCONOR USES DIFFERENT TYPES OF MACHINES SUPPLIED BY SMI, SUCH AS ROTARY STRETCH-BLOW MOULDERS FOR THE PRODUCTION OF PET BOTTLES, WITHIN FULLY AUTOMATIC BOTTLING AND PACKAGING LINES WHICH ALSO INCLUDE SECONDARY AND TERTIARY PACKAGING SYSTEMS AND CONVEYOR LINES.



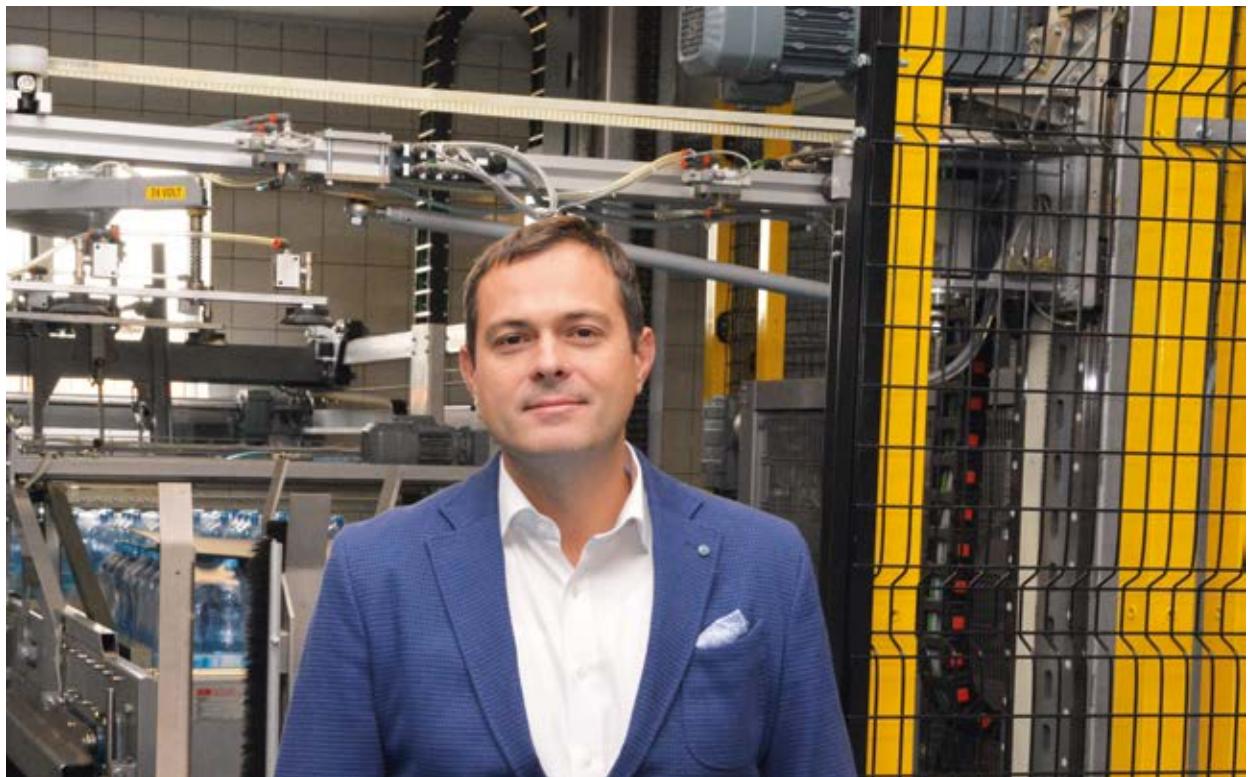
# ALCONOR: A SUCCESS STORY

→ "A COMPANY ONLY WRITES HISTORY WHEN IT HAS VALUABLE PEOPLE AT ITS SIDE AND WHEN IT MANAGES TO FORM A TEAM WITH THEM," SAYS NORBERT VARGA, GENERAL MANAGER OF ALCONOR COMPANY. "WE THANK ALL THE PEOPLE WHO HAVE JOINED THE LARGE ALCONOR COMPANY FAMILY AND WHO HAVE MADE A HUGE CONTRIBUTION TO THIS SUCCESS STORY, WHICH HAS SPANNED TWO DECADES, AND WE THANK OUR PARTNERS FOR THEIR SUPPORT OVER THE YEARS."

The company's headquarters have been located, since its foundation in 1999, in the city of Carei, in the county of Satu Mare (north-western part of Romania), in the region of Transylvania. Initially Alconor only produced soft drinks, but, in 2014, 15 years after the first plant, it decided to expand the business by inaugurating a new production plant in Voluntari-Bucharest, where three modern fully automated

bottling lines are currently installed. Today, Alconor Company is one of the most active and competitive companies in Romania in the production of soft drinks and water and has transformed itself from a family business to an industrial company appreciated at national level, the production of which is carried out entirely in the two factories in Carei and Bucharest, on an area of 7000 m<sup>2</sup> and then stored on a total storage area of 15,000 m<sup>2</sup>. Thanks to the

use of systems equipped with the most modern technologies, Alconor boasts a very advanced production system capable of managing countless types of containers of various capacities. From the initial activity of bottling carbonated soft drinks in PET containers, the product range has expanded to spring water, energy drinks and soft drinks. The Romanian company markets both products with its own registered brands, created and



developed in over two decades of activity, and private label products of national and international partners.

Together with Beverage Drink Srl, the group company specialized in distribution, and the support of reliable partners, Alconor Company perfectly covers 99% of the territory of Romania, easily reaching almost all counties. The company is able to satisfy even very high production requirements, through a daily load capacity of 1000 tons and thanks to 5 distribution centers in Carei, Chișineu Cris, Târnăveni, Timișoara and Bucharest.

In 2019, the Romanian company exceeded 200 million litres of water and soft drinks produced, the equivalent of 10,000 trucks. From that date, the annual production of Alconor is around 250 million litres, an objective achieved thanks to the continual investments in new technologies that allow Alconor to constantly improve its performance at an industrial and financial level. The number of employees, which today sees the presence of around 300 people, is also constantly growing.



## → DIVERSIFY TO GROW: THE CHALLENGE OF "PET FOOD"

Over the years, the range of products offered by Alconor has undergone a real transformation. The structure of the company, the flexibility and diversification of products and services have allowed the company to continuously adapt to the changes imposed by the market and to seize the development opportunities they offer. The most recent example is the opening in 2021 of a new factory in Carei dedicated to the production of pet food, a market sector that has experienced very high growth rates in recent years.



# 20 YEARS OF TRANSFORMATION AND INVESTMENTS

→ THE DIVERSIFICATION OF THE PRODUCTS OFFERED BY ALCONOR MADE IT NECESSARY TO INSTALL VARIOUS BOTTLING AND PACKAGING LINES; FURTHERMORE, THE OBJECTIVE OF ENVIRONMENTAL SUSTAINABILITY IMPOSED ON THE ROMANIAN COMPANY INVESTMENT CHOICES THAT FAVOURED PLANTS AND MACHINERY COMPATIBLE WITH THE BEST STANDARDS FOR ENVIRONMENTAL RESPECT AND ENERGY SAVING, AS DEMONSTRATED BY THE RECENT INSTALLATION OF AN SMI SFP 30 ERGON STRETCH FILM PACKAGING MACHINE.

**A**s an innovative company, we are not only dependent on investments in logistics developments, but also on machines with an efficient production system. To achieve and maintain high levels of production quality, within the Carei and Bucharest plants, we use systems supplied by leading companies in the sector, such as rotary stretch-blow moulders for PET bottles and the fully automatic bottling and packaging lines supplied by SMI, who fully

satisfy our requests", says Norbert Varga, CEO of Alconor Company.

"Alconor constantly invests in cutting-edge technologies, which allow us to reduce human intervention and to have a fully automated production process, from the preparation phase, to bottling, up to obtaining the finished packaged product".

Currently the company has several production lines in which PET containers of different sizes are bottled: from small formats of 0.33 L and 0.5 L, to standard formats of 1.5 L, 2 L

and 3 L, up to large capacity containers of 5 L and 6 L.

"We are constantly attentive to the latest technological trends in the market and, within our factories, we adopt the most efficient solutions that meet the most rigorous international quality standards and requirements to offer our customers high-end products at competitive prices", continues Norbert Varga, CEO of Alconor Company.





smi  
flow

## NEW SFP 30 ENVIRONMENT-FRIENDLY PACKER WITHOUT HEATING TUNNEL



### THE IMPORTANCE OF QUALITY

Alconor Company has always paid close attention to all stages of bottling and packaging of its products, which are constantly subjected to scrupulous laboratory checks, to guarantee the high quality standards that the company offers its customers. For this reason, Alconor adopts a food safety management system, based on the HACCP (Hazard Analysis Control Critical Points) and ISO 22000 regulations issued by TÜV Rheinland.



# SMI EAST EUROPE: THE ADVANTAGES OF A LOCAL SERVICE

**T**he strong collaboration and constant support, provided by the SMI East Europe branch, allowed Alconor to face the strong changes imposed by the market in the 2000s, a period of time in which both consumption habits and the way of communicating changed. The flexibility offered by the bottling and packaging lines supplied by SMI, has allowed Alconor to embrace new market challenges, seize opportunities and adapt quickly to changes. The SMI East Europe S.r.l. branch, located in Timisoara, provides its services throughout the territory of Romania and the surrounding areas; the headquarters of the SMI Group

company occupies an area of approximately 100 m<sup>2</sup> and has spaces equipped for sales, after-sales and administrative assistance. SMI East Europe, also has a large spare parts warehouse equipped with a vast assortment of basic necessities, so as to be able to respond promptly to the needs of numerous local customers.

"Within our headquarters - explains Claudio Begnis, manager of the SMI East Europe branch - there are five people who deal with the sale of machines, spare parts and equipment and provide on-site support for any request for technical assistance. Thanks to our direct presence on the Romanian territory, we are able to

respond immediately to the needs of many companies interested in purchasing modern bottling and packaging systems made in Italy by SMI."

The Timisoara branch has been operational since 2003, to respond quickly to the requests of an increasing number of customers located throughout Eastern Europe.

Alconor Company, thanks to the positive experience found in the supply of the first bottling line in 2007 - explains Claudio Begnis - has relied on SMI to face the growth of the market and to invest in new production lines, both for the headquarters of Carei and for the new Bucharest plant.

→ THE DEVELOPMENT PROJECTS OF RECENT YEARS HAVE INVOLVED THE TECHNICAL TEAMS OF SMI AND ALCONOR, FOR THE STUDY OF EFFICIENT AND PERFORMING LAYOUT SOLUTIONS, WHICH REPRESENT THE PREMISE FOR THE CONTINUOUS GROWTH AND COMPETITIVENESS OF THE ROMANIAN COMPANY.

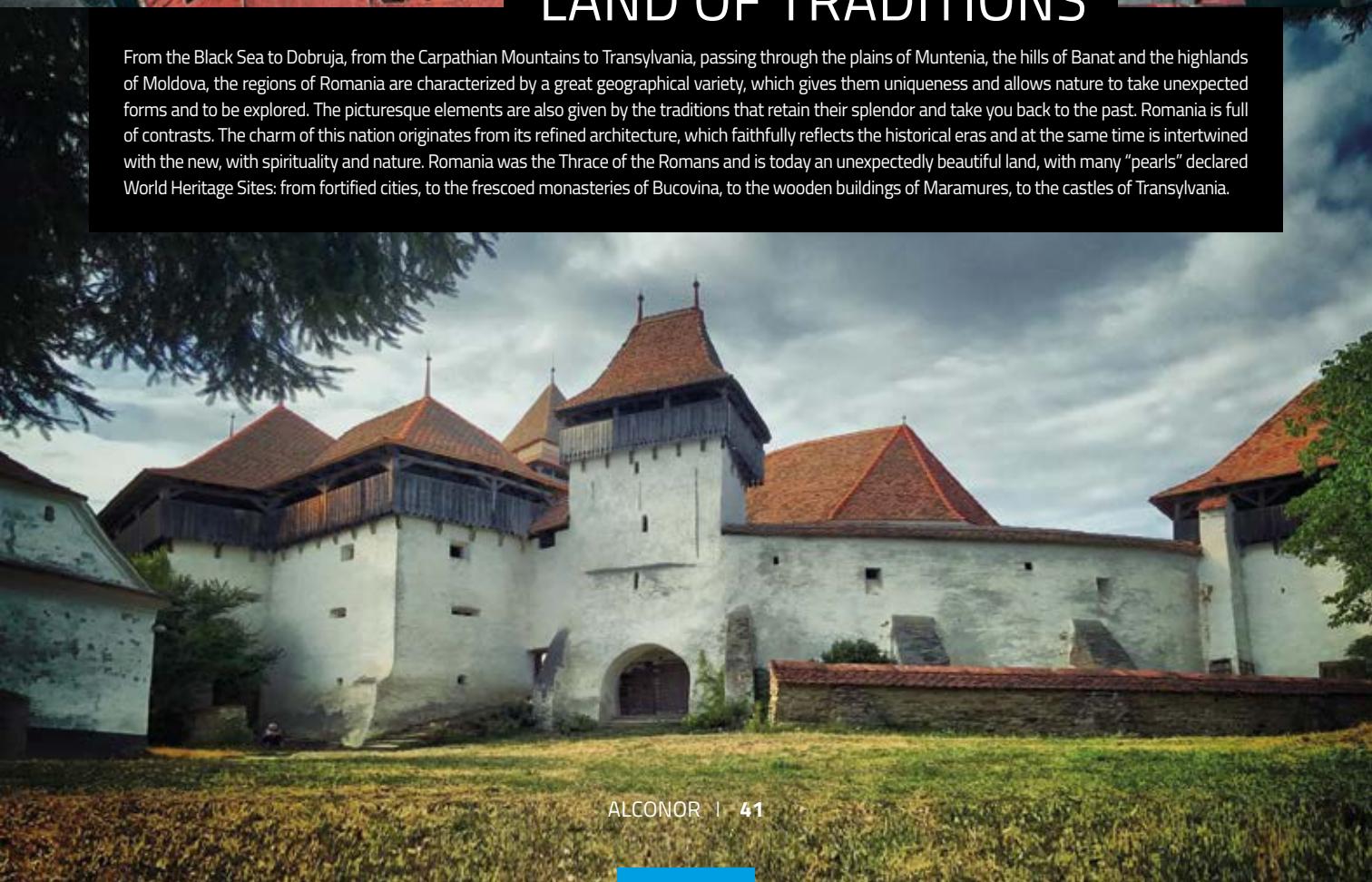




# ROMANIA

## LAND OF TRADITIONS

From the Black Sea to Dobruja, from the Carpathian Mountains to Transylvania, passing through the plains of Muntenia, the hills of Banat and the highlands of Moldova, the regions of Romania are characterized by a great geographical variety, which gives them uniqueness and allows nature to take unexpected forms and to be explored. The picturesque elements are also given by the traditions that retain their splendor and take you back to the past. Romania is full of contrasts. The charm of this nation originates from its refined architecture, which faithfully reflects the historical eras and at the same time is intertwined with the new, with spirituality and nature. Romania was the Thrace of the Romans and is today an unexpectedly beautiful land, with many "pearls" declared World Heritage Sites: from fortified cities, to the frescoed monasteries of Bucovina, to the wooden buildings of Maramures, to the castles of Transylvania.



# APUSEAN WATER

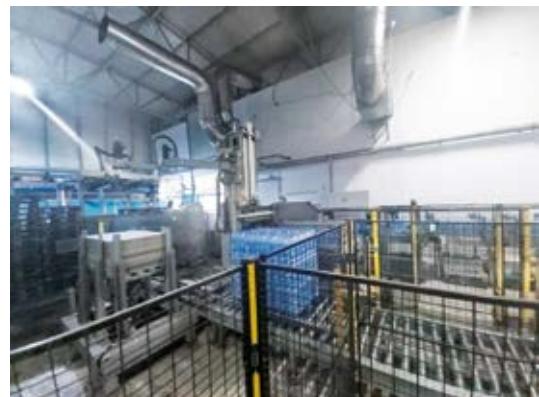
## FOR PURE HYDRATION

**A**mong the longest-running spring water brands is Apuseana, launched by Alconor in 2004 for the marketing of a water linked to the traditions, nature and tranquility of the lands of Satu Mare.

Loved by the whole family for its taste and microbiological purity, Apuseana water

was created to satisfy those who consume it; Whether it is to finish the family lunch, to revitalise the body on the go or to add flavour to a cocktail, Apusean water is a precious ally for 100% pure hydration. Over the years the product has undergone important image changes, to adapt to market dynamics and new aesthetic standards; the new packaging adopts

cutting-edge concepts to adapt to the high quality of Apuseana natural, sparkling or flavoured water and to meet the changing needs of consumers who, thanks to a vast network of retailers operating nationwide, can choose between a wide range of bottles and pack sizes.



## → FULL OF ENERGY AND THE IMPORTANCE OF DIVERSIFICATION

At the beginning of its business, Alconor Company only bottled carbonated soft drinks in PET containers, while today, thanks to the use of modern technologies, it continues to surprise its customers by launching new products or packaging existing ones in increasingly innovative and original packaging solutions.

For example, the fruit-based flavoured water "Aromatic Western Water" is a joy for the palate thanks to the aroma of lemon or strawberries and to the eyes, thanks to sublime "packaging", made according to the latest market trends.

The "Squizy" lemonade remains among the favourite summer drinks for entire generations, as well as the "MAX SPEED" brand, energy products, a delicious energy drink to recharge your batteries and vitamin B, which, since 2020, has been the subject of an image "restyling".



# SMI SOLUTIONS FOR ALCONOR



Year after year, from 1999 to today, Alconor has managed to improve its performance, both in the financial development and in the product range, enriching the product portfolio with new beverages, new bottle formats and new packaging solutions. The Romanian company has acquired an undisputed position of leadership in the field of beverage production, a sector that requires special services and high standards, as well as precision in absolute and constant control over product quality.

As part of these development projects, it was essential for Alconor to equip itself with advanced technology, flexible and efficient machines, which allow it to move quickly and easily from one production to another. In fact, within the company, innovation is also achieved by installing new machines with high technological content, which increase total production efficiency and make it possible to quickly meet the changing demands of the market. To this end, Alconor has been collaborating with SMI for years, which, thanks also to the presence of a branch in Romania, has been able to follow the company in its rapid development, allowing it to equip itself with cutting-edge machines to be successful in a highly competitive market.



#### PLANT IN CAREI

##### → 3,600 BPH PET BOTTLING LINE

**ROTARY STRETCH-BLOWER EBS 3 HC ERGON - Production up to 3,600 bottles / hour**

**Products worked:** 5 and 6 L large capacity bottles

##### → END-OF-LINE 24,000 BPH, PET BOTTLES, consisting of:

**SK 800F ERGON SHRINKWRAPPER**

**HA 80 HANDLE APPLICATOR**

**PACKSORTER DIVIDER AND CONVEYOR BELTS**

**APS 3090P ERGON AUTOMATIC PALLETISING SYSTEM**

**Containers worked:** 0.5 L and 2 L bottles in PET

**Packs created:** 0.5L bottles in 4x3 film only + handle and 2L bottles in 3x2 film only + handle

**Pallets worked:** 800x1200 mm

##### → 10.800BPH PET BOTTLING LINE, consisting of:

**SR6 ROTARY STRETCH- BLOW-MOULDER**

**SK 300F PACKER**

**SFP 30 ERGON STRETCH FILM WRAPPER**

**DV 200 DIVIDER AND CONVEYOR BELTS**

**Containers worked:** 0.33 L, 0.5 L, 0.75 L; 1 L; 2 L and 3 L bottles in PET

**Packs created on the SK 300F packer:** 0.33L and 0.5L bottles in 4x3 film only and 2L and 3L bottles in 3x2 film only

**Packs created in stretch film on the SFP 30:** 0.5L bottles in 2x4 film only and 0.75 L, 1 L, 2 L and 3 L bottles in 2x3 film only

**Pallets worked:** 800x1200 mm

##### → SK 450T PACKER AND CONVEYOR BELTS

**Containers worked:** 0.25L SLIM; 0.5L cans and 2L PET

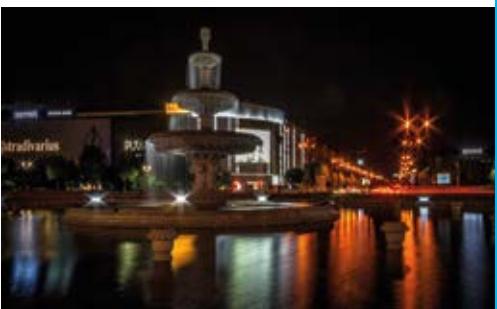
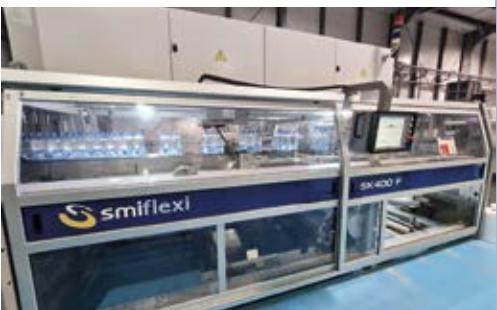
**Packs created:** 0.25L SLIM; 0.5L cans in 6x4 in tray + film and 2L bottles in 3x2 film only

#### → Main advantages of SFP 30 ERGON packer

The SFP 30 ERGON packer used for the secondary packaging of 0.5 L, 0.75 L, 1 L, 2 L and 3 L PET bottles, it uses the cold "stretch" of stretch film and meets the needs of flexibility, versatility and eco-sustainability

- less use of packaging material (-30 / -40% vs. traditional shrinkwrappers): stretch film with a thickness of 10 microns is used for packaging
- energy saving: no heat-shrinking tunnel operating with electric resistances
- stable and resistant packaging: thanks to the double crossed wrapping of the film around the group of containers to be packed
- easy machine access: ergonomic system design, typical of the ERGON range
- MotorNet System® automation and control based on Sercos field bus
- 7" interactive "touch-screen" operator panel in 32 languages with simple, intuitive commands
- motors equipped with digital servo-drive (driver) integrated on the motor: a solution that generates less heat inside the electrical panel, reducing the energy consumption of the heat dissipation and air conditioning systems installed on the machine
- fewer CO2 emissions: greater benefit for the environment
- aesthetic advantages: the "bull's eye", typical of packs in film only, is small and appears on the short side of the pack
- the use of brushless motors in the film unwinding phase, ensures precise tension adjustment
- the double film wrapping system guarantees resistant and long-lasting packs: the first reel wraps the pack clockwise, while the second wraps it counterclockwise, creating a crisscross wrapping around the containers in transit.





#### PLANT IN BUCHAREST

→ **12.000 BPH PET BOTTLING LINE, consisting of:**

**SR8 rotating stretch - blow-moulder**

**SK 400F packer**

**HA 40 handle applicator**

**APS 3050 P palletiser and conveyor belts**

**Containers worked:** 0.5L, 2L and 3L bottles in PET

**Packs created:** 0.5L bottles in 4x2 and 4x3 film only + handle and 2L and 3L bottles in 3x2 film only + handle

**Pallets created:** 800x1200 m



**T**ransylvania, made famous by Bram Stoker's Dracula, is a region of rare beauty and mystery at the foot of the Carpathians, characterized by a beautiful natural landscape and some of the best preserved medieval cities in Europe, such as Brasov. In addition to Brasov, the second largest city in Romania by number of inhabitants, we find Sibiu, Sighisoara, Cluj Napoca, Bistrita, Sebes and Medias. For centuries the walls, towers and fortified

churches of these cities have protected the inhabitants from invasions by the Ottoman Empire. Among the many medieval castles hidden in the mountains and woods of Transylvania, the most famous is certainly Dracula's Castle, mysterious and evocative also thanks to its Gothic architecture, high towers and white walls, built in the 15th century in a dominant position on the Bran village. The Corvinesti Castle near Hunedoara and the Rasnov Fortress built in 1300 by the Teutonic Knights are also very beautiful.

In Transylvania, there are also the beautiful villages of Viscri, Calnic, Darjiu, Harman, Prejmer and Biertan, with Saxon fortified churches declared World Heritage by Unesco. Finally, for lovers of nature and excursions, the Retezat National Park and the Natural Park of the Apuseni Mountains are an excellent opportunity to admire some protected species of animals and a unique natural environment. Don't miss the Scărișoara Cave, where the largest underground glacier on the continent is located.

# TRANSYLVANIA AND... MUCH MORE



**T**he province and the homonymous capital of Satu Mare, in the north-west of Romania, on the border of Romania with Hungary and Ukraine, represent a miniature Europe, thanks to their multiculturalism. The capital Satu Mare, is practically one of the "gateways" to Romania. In the Middle Ages it was located at the intersection of several important roads, including those used for transporting salt to the West. Nowadays, Satu Mare represents the economic, social and cultural center of the

province, a dynamic city, with monumental buildings, in various architectural styles, from neo-baroque to Liberty. Only 36 km from Satu Mare is the second most important city of the province: Carei. Cited for the first time in a document of 1335 as a possession of the Hungarian family Károlyi, the city, which takes its name from this family, was disputed between Hungary and Romania for a long time and only in 1944 was it definitively assigned to Romania, together with all of northern Transylvania. The most important monument of the city is the

Karolyi Castle, built in the 13th century during the reign of Mattia Corvinus and became the property of the homonymous family. Over the years, Karolyi Castle has undergone countless transformations and today boasts numerous visitors and a vast park that is home to some of the rarest plant species. In the province of Satu Mare, there are areas that are 200 meters below sea level, but also mountains with ski resorts and many spas, very popular with tourists both in search of leisure activities and spa treatments.

