

PASCUAL

➤ **SECTOR: MILK AND DAIRY PRODUCTS**

PASCUAL

Production plant in Gurb (Barcelona), Spain

www.calidadpascual.com

➤ CM 800 FP Combined packer



VIDEO



GEO LOCATION

IS THIS THE BEST WE CAN DO?

“DOING THE BEST” IS THE AIM AT THE CORE OF PASCUAL’S PAST, PRESENT AND FUTURE ACTIVITY; IT MEANS ASKING YOURSELF IF EVERYTHING POSSIBLE HAS BEEN DONE, OR IF THERE IS STILL ROOM FOR IMPROVEMENT AND THE SPANISH COMPANY HAS BEEN DOING THIS, EVERY DAY FOR 50 YEARS, BECAUSE DOUBTING YOURSELF IS THE BEST WAY TO GROW, INNOVATE AND LOOK AHEAD, TOWARDS A BETTER AND INCREASINGLY SUSTAINABLE WORLD.

THE ATTENTION TO THE WELL-BEING OF THE PLANET PUSHES PASCUAL TO CONTINUOUS INNOVATION AND THE USE OF INCREASINGLY SUSTAINABLE SOLUTIONS WITHIN ITS PRODUCTION PLANTS, WHICH ARE EQUIPPED WITH THE LATEST GENERATION MACHINERY, SUCH AS THE SMI COMBINED PACKAGING MACHINE OF THE CM FP RANGE.



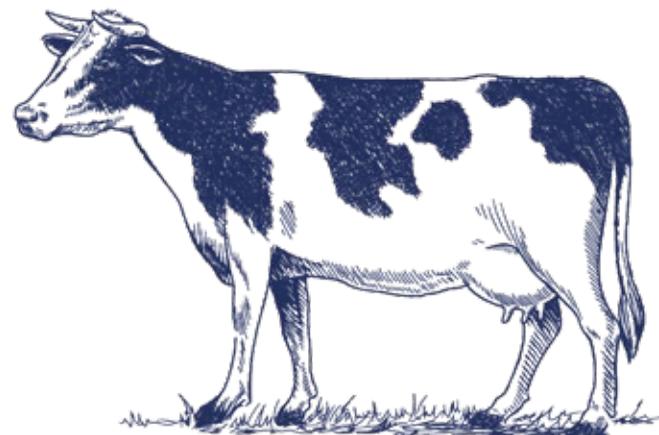
DOING THE BEST FOR THE EARTH

EVERYTHING COMES FROM THE EARTH AND EVERYTHING IS DONE FOR THE GOOD OF THE EARTH!

In Aranda de Duero, in the Spanish province of Burgos, everything revolves around the concepts of environment, culture, tradition and well-being. In the heart of this fascinating territory of northern Spain, lies the headquarters of the Pascual company, a reference point in the food sector, which within the concept of "Doing the best" contains all its history, made of passion, tradition, quality and innovation. From 1969 to today, after more than 50 years of activity, the company continues to differentiate itself for well-being at 360 °, because "doing the best" for the

environment, man and animals, becomes an act of love and responsibility towards the planet. The first Spanish company in the sector to bottle milk in cardboard briks, since 1973, Pascual has revolutionised the way we have breakfast and has grown by always being at the table with consumers, to offer them the best. Even if in the meantime, it has become an international reality, over the years the company has maintained the passion and tradition of the family business that it has always had. Pascual continuously bets on the future to offer consumers quality products, adopting responsible choices from the selection of raw materials,

to the continual investments in the use of sustainable "packaging" solutions. For the packaging processes within its production lines, in Spain and around the world, Pascual has been collaborating with SMI for years. An example of such a partnership, is represented by the recent supply of a combined packaging machine from the CM 800 FP range, installed at the Gurb plant (Barcelona), for the packaging of Pascual milk bottles, in wrap-around cardboard boxes and in tray + film and film only formats, with the use of 100% recycled shrink film.



GOOD FEED



GOOD HEALTH



GOOD HOUSING



APPROPRIATE BEHAVIOUR



➤ AENOR CERTIFICATION: ANIMAL WELFARE MAKES A DIFFERENCE

Pascual is the first and only major Spanish, industrial company to have obtained the AENOR quality certificate in all its milk production companies in 2018; the latter, distributed throughout the national territory, have been accredited as meeting the requirements of the AENOR model, which refers to the criteria of the European Welfare Quality, the highest European standard for assessing the welfare of animals and dairy cattle farms. The basic principles for obtaining certification consider good nutrition, a welcoming place to live, good health and behavior, appropriate to the needs of the species. Looking at the welfare of cows on farms, is an issue that already worried Pascual in the 90s; thanks to the work carried out since then, in close contact with farmers, the Spanish company has managed to obtain certification for the farms that supply milk, and the 90,000 cows that live there, strictly respecting the parameters set for Animal Welfare.



YESTERDAY, TODAY AND TOMORROW: WHEN THE CONSUMER IS THE RAISON D'ÊTRE OF A COMPANY

The result of the entrepreneurial and innovative vision of Don Tomás Pascual Sanz, Leche Pascual, was founded in 1969 in Aranda de Duero, near Burgos. Year after year the company has stood out for its innovative choices that make it a pioneer in various sectors: in 1973 it was the first Spanish company to market long-life milk, thanks to the ultra-pasteurisation process and the first brand to introduce cardboard brik "packaging" in Spain. While

in 1980, it was the first to introduce skimmed and semi-skimmed milk on the national market. The following years are characterised by a process of product diversification, which leads the company to expand into other sectors. With the purchase of the Bezoya, Agua de Cardó and Zambra springs, the Pascual group enters the mineral water market, with the launch of the Zumosol brand, it becomes a leader in the juice market and with Bifrutas it creates a new category of functional

foods. Another milestone of the company's innovation, is represented by the launch of the ultra-pasteurised liquid egg. In 2002, Pascual introduced a line of plant-based drinks to the Spanish market and in 2005, it pioneered again with the launch of the first aseptic, plastic PET bottle for the packaging of milk. Since 1994, Pascual's international expansion began (now present in over 50 countries), mainly focused on the export of pasteurised yoghurts and long-life desserts. This expansion has been further



enhanced in recent years, thanks to the fact that the Spanish company has started direct production abroad through strategic partners in numerous countries. 2006, with the death of founder Tomás Pascual Sanz, saw the first generational change within the company, with the presidency being taken over by his eldest son Tomás Pascual Gómez-Cuétara.



PASCUAL IN NUMBERS

697: € millions invoiced in 2021

2296: number of employees in 2021

70,000: places of sale

+50: number of countries where it can be found

7: number of plants in Spain, of which:

- 2 in Aranda de Duero and Burgos: multi product plants
- 2 in Ortigosa del Monte (Segovia) and Trescasas (Segovia) for the bottling of Bezoya natural mineral water
- 1 in Pamplona (Navarra) for coffee
- 1 in Gurb (Barcelona) for production and bottling of milk and dairy products
- 1 in Madrid (Iberica Lactofresh plant)
- 26 trade delegations distributed throughout Spain. The Pascual headquarters are located in the Manóteras offices (Madrid).



CONTRIBUTION TO THE QUALITY OF LIFE

The inspiring principle of all Pascual's activity revolves around the concept of quality of life, understood as a commitment to give the best and to excel in the daily search for well-being. The fundamental pillars of the company can be summarised in:

- Healthy products and habits: the products offered contribute to the well-being, health and nutrition of human beings.
- Quality work and social development: commitment to improving the work of employees and ensuring a positive impact on the community.
- Sustainable activities and circular economy: strategies to reduce environmental impact and promote circular economy.



THE CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY

Pascual has taken a further step forward, in its environmental sustainability goals, becoming the first company in Castilla y León (and the first dairy company in Spain) to register, in 2020, its direct and indirect emissions (only 12% of companies do so) of CO² at the Spanish Office for Climate Change (OECC).

With the measurement of indirect emissions, deriving from the transport and logistics of raw materials and the displacement of employees, this industrial reality takes another step towards protecting the well-being of the planet and demonstrates leadership in the sector with regard to sustainability, anticipating what is required by public institutions.

Pascual will further improve the recyclability and sustainability of containers, of all its brands, by using the new "anchored" cap; The latter, in fact, in addition to being made with a recyclable material such as sugar cane, is inseparable from the container on which it is applied, in order to avoid its dispersion in the environment and facilitate its recycling.

This innovation will initially be implemented on the containers of the classic range, which includes whole, semi-skimmed and

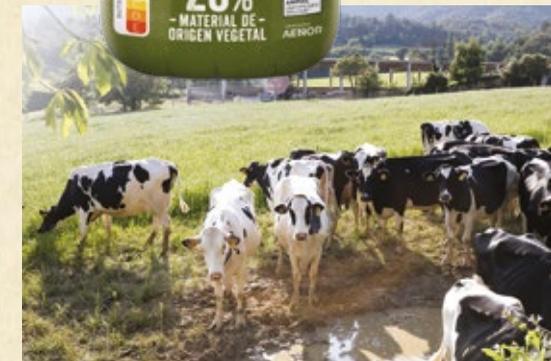
skimmed milk, and will then be gradually extended to the products of the Bezoya, Bifrutas, Vivesoy and Essential brands.

The Spanish company thus begins its adaptation to the EU Directive 2019/904, approved in June 2019, by the European Parliament and in force from July 2024, which aims to promote circular economy and reduce the use of single-use plastic.

Pascual therefore, adapts in advance to a legislative novelty that represents a real challenge for the "packaging" industry, since the aforementioned directive also establishes that plastic bottles and briks must contain at least 25% recycled plastic (a parameter that some brands such as Bezoya already reach, 100%).

A further step forward in the field of sustainability, and in the application of the concept of circularity was made with the use of 100% recycled shrink film, used for the packaging of Pascual milk bottles, in tray + film and film only, made by the SMI combined packaging machine installed at the Gurb plant (Barcelona)

Pascual has given plastic a second life and, thanks to the use of this recycled resource, rather than virgin, has been able to reduce the carbon footprint of the raw material.





THE QUALITY THAT COMES FROM NATURE

Pascual has a very close link with the surrounding area of Aranda de Duero, where the company is based.

The town of Aranda, located on the largest basin of the Douro River, is known for its historical monuments (among the main attractions there are, the Conchuela Bridge, the Church of Santa Maria la Real and the Church of San Juan) and the excellent cuisine, a common element of this region where agricultural products such as legumes, cured meats, game and many

others predominate.

Suckling lamb cooked in a wood oven, marinated trout or cod stew are just some of the typical second courses.

Burgos, for five long centuries the capital of the unified kingdom of Castilla y León, boasts one of the masterpieces of Spanish Gothic, the magnificent Cathedral, declared a World Heritage Site.

The territory of the Ribera del Duero, an area of vine cultivation for the production of DOC wine, is surprising with its presence of historical

places, characterised by Gothic buildings, houses with coffered ceilings in Renaissance style, and interesting wine cellars.

Due to its privileged location, the entire province of Burgos is full of interesting routes, first of all the Camino de Santiago; a very famous pilgrimage route (declared a World Heritage Site by UNESCO) that, during the journey by foot, taking hundreds of kilometres, to reach Santiago de Compostela, leads you to discover churches, convents, hermitages and to get to know different Spanish regions (including that of Castile and León).



A GOAL FOR MANY PRODUCTS

THE CONCEPT OF "DOING THE BEST" EXTENDS TO ALL THE PRODUCTS OF THE PASCUAL GROUP, WHICH THEREFORE, BECOME VEHICLES FOR PROMOTING CORPORATE VALUES, SUCH AS QUALITY, PASSION, CLOSENESS, INTEGRITY AND INNOVATION. THE LATTER ARE MASTERFULLY INTEGRATED INTO ALL THE PRODUCTION PROCESSES, ALWAYS PUTTING PEOPLE FIRST, AND STRENGTHENING THE COMMITMENT TO THE COMMUNITY AND THE TERRITORY IN WHICH THE COMPANY OPERATES.

LECHE PASCUAL: a wide range of products, which include classic milk (whole, semi-skimmed and skimmed), its functional variants, such as Leche Pascual Calcio or Leche Pascual Salud and products such as smoothies, yogurt, creams and butters..

BEZOYA: since 1974, Pascual has bottled the water of the Bezoya springs (Segovia), a product with very low mineralisation, in bottles made with 100% recycled plastic. In addition, the Bezoya water, production plant pays the utmost attention to biodiversity, using sustainable "packaging" solutions and applying "zero waste" strategy.

BIFRUTAS: the Spanish company has been ahead of its time, by creating an innovative product like Bifrutas, which, since 1997, mixes the best of fruit and milk and is always looking for new nutritious and natural mixes, packaged in bio-based Tetra Brik, with 75% of the material coming from renewable sources and vegetable thorn.

VIVESOY: since 2002, with the launch of the Vivesoy brand, Pascual has been producing 100%, healthy, vegetable drinks as an alternative to milk, made with seeds coming exclusively from crops located in Spain, with the aim of promoting the local economy and minimising environmental impact.

CAFFE' MOCAJ: in 2010 the company incorporated the Mocaj coffee brand,



to bring the best coffee to over 100,000 bars and restaurants and offer the end consumer 100% compostable capsules and ready-to-drink coffee cups (RTDs).

ESSENTIAL: the new Pascual Essential brand, launched in 2021, offers a wide range of natural, healthy and high nutritional quality fruit juices available in different formats, such as brik, PET, glass or Bag-in-Box, highly requested by the Horeca sector.

PASCUAL PROFESIONAL: the exclusive brand aimed at the hotel sector, focused

on providing complete solutions to the hotelier: ad hoc products for this sector, value-added services and customized solutions that respect the environment.

CAFÉ JURADO: the last acquisition dates back to September 2022. With the acquisition of Café Jurado, a leading coffee company in the Levante region, Pascual strengthens its presence in the retail sector, as 30% of Jurado's turnover comes from this sector.



SMI SOLUTIONS FOR PASCUAL

Pascual means history, tradition, culture and sustainable development. This Spanish company is the testimony of the strength of passion and energy put in place for the well-being of the earth, animals and man. From these synergies, unique and quality products are produced, that are packaged by the packaging machines supplied by SMI, because "doing the best" also means pursuing continuous improvement in the solutions offered to consumers: new products, new taste combinations, new packaging solutions, new packaging. Pascual has been collaborating with SMI for years, for the packaging process of the production lines of Aranda de Duero (Burgos) and Gurb (Barcelona), as well as some plants abroad (such as that of San Juan del Rio in Mexico, where 6 SMI packaging machines are installed). At the Aranda de Duero plant (Burgos) there are currently four packaging machines supplied by SMI for secondary packaging, in particular two combined machines of the CM range, a shrink wrapper of the SK range and a packaging machine of the MP range for packaging 0.15 L, 0.2 L, 0.25 L and 0.5 L containers in 2x2, 1x2 and 1x3 clusters. At the Gurb plant (Barcelona), the third combined, SMI packaging machine of the CM range, was recently supplied to Pascual, this is used for packaging 1.5 L milk bottles in wrap-around cardboard boxes (in 2x2 and 2x4 formats) and in 3x2 film-only bundles.



- **PLANT IN GURB (BARCELONA)**
 - CM FP 800 combined packer
 - conveyors
- **PLANT IN ARANDA DE DUERO (BURGOS)**
 - n° 2 CM 600 combined packers
 - conveyors
 - MP 300 cardboard sleeve packer
 - SK 450 T packer
- **PLANT IN SAN JUAN DEL RIO (MESSICO)**
 - LSK 30 T shrink wrapper + conveyors
 - cardboard sleeve packer
 - n° 3 tray packers
 - n° 1 packer for tray+film



THE IDEAL SOLUTION FOR EVERY KIND OF PACKAGING

The decision to install a combined packaging machine of the CM range, stems from the need to have a flexible machine able to meet the needs of a constantly evolving food market, which forces companies in the sector, to adopt increasingly dynamic, competitive and flexible production processes.

To cope with this situation, it is necessary to have flexible systems that adapt quickly to new products to be processed and new packages to be made.

To effectively manage a wide range of different packaging solutions, it is no longer necessary to invest in the purchase of multiple packaging machines, (one bespoke for each type of package), as all SMI models of the CM range are designed to guarantee high levels of flexibility and versatility to the user.

With the installation of just one single packaging machine, high-quality packaging can be produced in film only, tray + film, pad + film, tray only and cardboard boxes completely or partially closed. When the processing program involves packaging



in tray or wrap-around boxes only, the oven and the film wrapping system are automatically deactivated by the machine control system.

The CM range "does its best" in packaging plants characterised by frequent changes of product or format.



PRODUCTION PLANT IN GURB (BARCELONA)

➤ CM FP 800 COMBINED PACKER

Containers worked: 1.5L milk bottles in PET

Packs created: wrap-around boxes in 2x2 and 2x4 and 3x2 packs in film only

➤ ADVANTAGES OF SMI SOLUTIONS

- The frequent changes in consumer habits and preference, impose new competitive challenges and a great ability to adapt, on the "food & beverage" industry, both with regard to the range of products to be offered and the "packaging"
- The CM is a versatile machine, able to switch quickly and easily from one type of production to another, and is the most suitable answer to intercept every new market demand, which also allows Pascual to manage the production process in an efficient, flexible and economical way
- The functions of a wrap-around case packer, a tray and a shrink wrapper to process packages in film only, tray with or without film and wrap-around boxes are grouped together in a single machine
- Possibility to pack a wide variety of containers at a maximum speed of 80 packs / minute
- System equipped with a heat tunnel with metal chain, which ensures a better splicing of the film below the package
- The tray+ film and film only formats are made with the use of 100% recycled shrink film; it is an advantageous and eco-sustainable solution, which allows Pascual to give a second life to plastic and reduce the carbon footprint of the raw material
- The CM range is particularly suitable for bottling lines with frequent "changes" from one product to another or from one format to another, and to easily adapt to the future needs dictated by the marketing strategies of "food & beverages" producers
- Great value for money
- High level of performance and reliability.

