

THREE YEARS AFTER THE LAUNCH OF THE NEW ASEPTIC JUICE LINE , THE SWISS COMPANY HOLDERHOF PRODUKTE AG HAS RENEWED ITS PARTNERSHIP WITH SMI BY PURCHASING AN LWP 30 ERGON CASE PACKER AND AN APS 620 ERGON PALLETISER; BOTH SYSTEMS HAVE BEEN INSTALLED AT THE BRAND NEW FRUIT PROCESSING CENTRE IN SULGEN, WHERE APPLE JUICE IS PACKAGED IN GLASS BOTTLES OF VARIOUS CAPACITIES (FROM 0.25 L TO 1 L). HOLDERHOF IS ONE OF THE LEADING NATIONAL PRODUCERS OF JUICES AND CONTINUOUSLY INVESTS IN CUTTING-EDGE TECHNOLOGIES FOR ITS OWN BRAND PRODUCTION AND FOR THIRD-PARTY SERVICES. RECENT INVESTMENTS HAVE ALSO AFFECTED THE HENAU PLANT, WHERE, IN ADDITION TO THE PREVIOUSLY SUPPLIED MACHINES, SMI HAS ALSO INSTALLED AN APS 620 ERGON PALLETISER.

- **SECTOR: JUICE**  
HOLDERHOF PRODUKTE  
Sulgen, Canton Turgovia, Switzerland  
[www.holderhof.ch](http://www.holderhof.ch)
- LWP 30 ERGON wrap-around case packer
- Conveyors
- APS 620 ERGON palletising system



GEO LOCATION

# HOLDERHOF







## A MODERN FRUIT PROCESSING CENTER HAS BEEN ESTABLISHED IN SULGEN

**T**he fruit processing centre located in Sulgen, a town of about 4,000 inhabitants in the canton of Thurgau (northeastern Switzerland), is a state-of-the-art facility that currently ensures that Holderhof Produkte has efficient operation of the entire apple juice production line and, in the future, the possibility of starting to pack new products.

Inside the new plant in Sulgen, designed especially to optimise processing and workflow, the Swiss company transforms up to 15,000 tons of cider apples into juice each year (2022 harvest data).



### ➤ OPTIMISING ENERGY CONSUMPTION USING A SOLAR SYSTEM

Holderhof Produkte constantly promotes renewable energies; a significant example of this commitment is represented by the solar panel system implemented by the Swiss company to cover a large part of the main building of the production site in Henau, which thus autonomously generates energy solely from renewable sources.

In the future, part of the solar energy will also be used to charge the batteries on the company's electric trucks, ensuring zero CO<sub>2</sub> emissions when transporting the fruit juices between the Henau and Sulgen facilities, where the large storage tanks are located.

The fruit processing centre in Sulgen is also energy efficient, as the energy used for the processing and storage of the juices comes from 100% renewable sources.



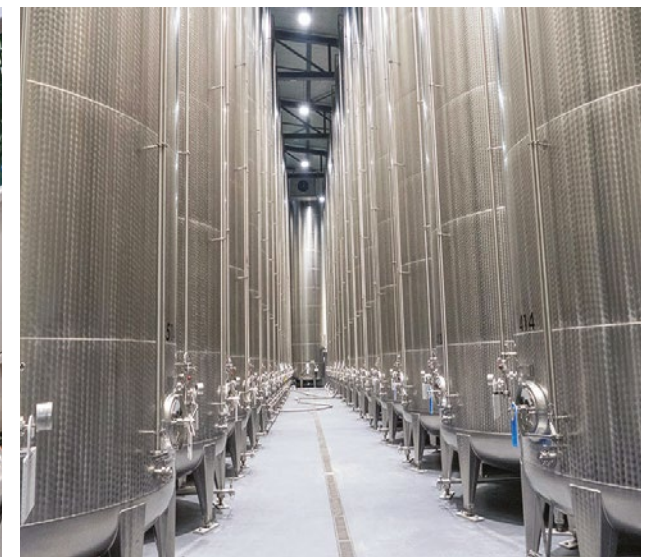


The processed apples come directly from the plantation owned by Holderhof Produkte and from regional fruit companies with long-term purchase contracts.

In the goods acceptance area, the harvested apples are emptied from the trailers into silos, where they float in water until they reach the sorting table to be selected, based on quality to produce the puree, from which apple juice is extracted.

The centrifuge separates the sediments from the raw juice, and the result is a natural and pure juice that is pasteurised and stored in 150 sterile tanks containing 100,000 litres each.

The juice is then drawn continually from the storage tanks to be processed further in the company's beverage production or resold as an industrial product to third-party customers.





# FROM ELDERBERRY TO APPLES: BUSINESS SUCCESS COMES FROM CONTINUAL INVESTMENTS

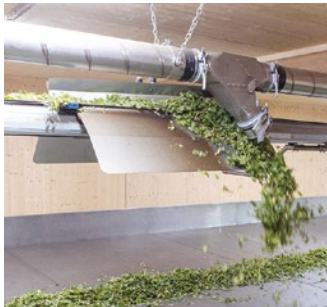


Over twenty years ago, when he was still an apprentice farmer, Christof Schenk planted the first elderberry trees on his parents' farm in Ufhofen, thus giving rise to the company Holderhof Produkte, which today employs around 100 people and produces syrups, beverages, and fruit juices at its three locations in Henau, Ufhofen, and Sulgen. Over the years, this important Swiss industrial entity has remained true to the founder's initial vision of transforming its own high-quality, natural raw materials into special beverages without preservatives. Every year, the company markets more than 70 million bottles of over a hundred varieties of beverages and continues to launch innovative products. Today, Holderhof Beverages can be found on shelves all over Switzerland and abroad. Furthermore, a growing number of customers (including the Coop and REWE supermarkets) rely on the professionalism and expertise of this brand, to have their products produced and bottled benefitting from the continual investments made by the

company within their bottling and packaging plants. The most recent investments in advanced manufacturing technologies date back to 2022, when the Swiss company implemented a new herb drying plant in Ufhofen and a new fruit processing centre in Sulgen. Holderhof Produkte has focused specifically on the production of pure juice rather than concentrate, particularly for apple juice. The concept has worked from the very beginning, so much so, that the amounts of processed fruit are steadily increasing, and more and more farming families are joining the company with the same goals. The fruit processing centre was designed with the future in mind, as it can easily accommodate additional spaces to respond to the growing demand from an ever-expanding base of consumers in the DACH region. Thanks to this new investment, Holderhof Produkte has been able to launch a dedicated production line for bottling and packaging of apple sauce and installing a new machine for peeling apples, along with

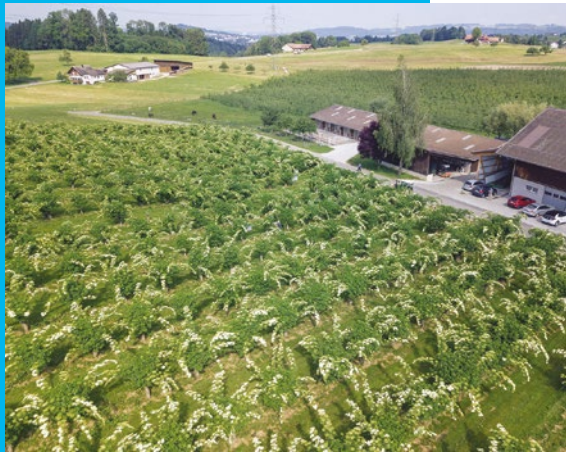


dryers and three juice presses. Despite its imposing size and a surface area of about 9,500 square meters, the new production facility fits perfectly into the environmental context. The company's distinctive purple logo on the gray walls also adds a touch of colour and while in spring everywhere is very quiet, with the arrival of autumn there is a bustle of tractors loaded with apples.



## ➤ CLOSE TO NATURE FOR QUALITY DRINKS

Quality products require selected, excellent raw materials, cultivated efficiently and naturally. For this reason, most of the elderflowers, herbs, and apple trees are grown directly on the organic farm in Ufhofen. Here, there are about 1600 elder trees, 15 hectares of land dedicated to the growth of herbs such as mint, lemon balm, nettles, thyme, verbena, mallow, and sage, and for about six years, also 2 hectares of land for the cultivation of cider apples, which are then processed into juice at the Sulgen facility.





# THE MOST LOVED FRUIT IN SWITZERLAND: THE APPLE

Eaten fresh or drunk in liquid form, the apple is the most loved fruit in Switzerland.

The new line launched by the company was created to meet the growing market requests, the new family of apple products branded Holderhof includes pure juice, which contains only the juice of the fruit, and a line of 'spritizers' (usually sparkling), which is a diluted juice variant with a fruit/water ratio of between 60 to 40%.

Both types of products are available in naturally cloudy or clear versions, cloudy juice comes straight after pressing and still contains visible parts of the apple, while the clear juice goes through a filter in an additional processing stage.

Pure cloudy apple juice is considered the most natural variant and contains most of the health-beneficial substances; that's why the popular saying goes 'an apple a day keeps the doctor away' and with a glass of juice pure apple and naturally cloudy juice per day is already on the right track, since it takes about 1.2 kilograms of cider apples to produce one litre of this juice.

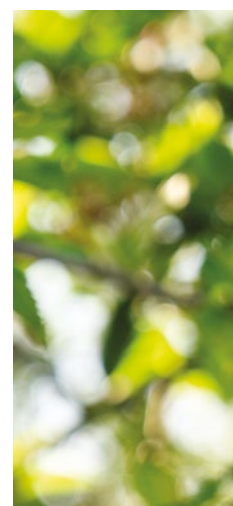
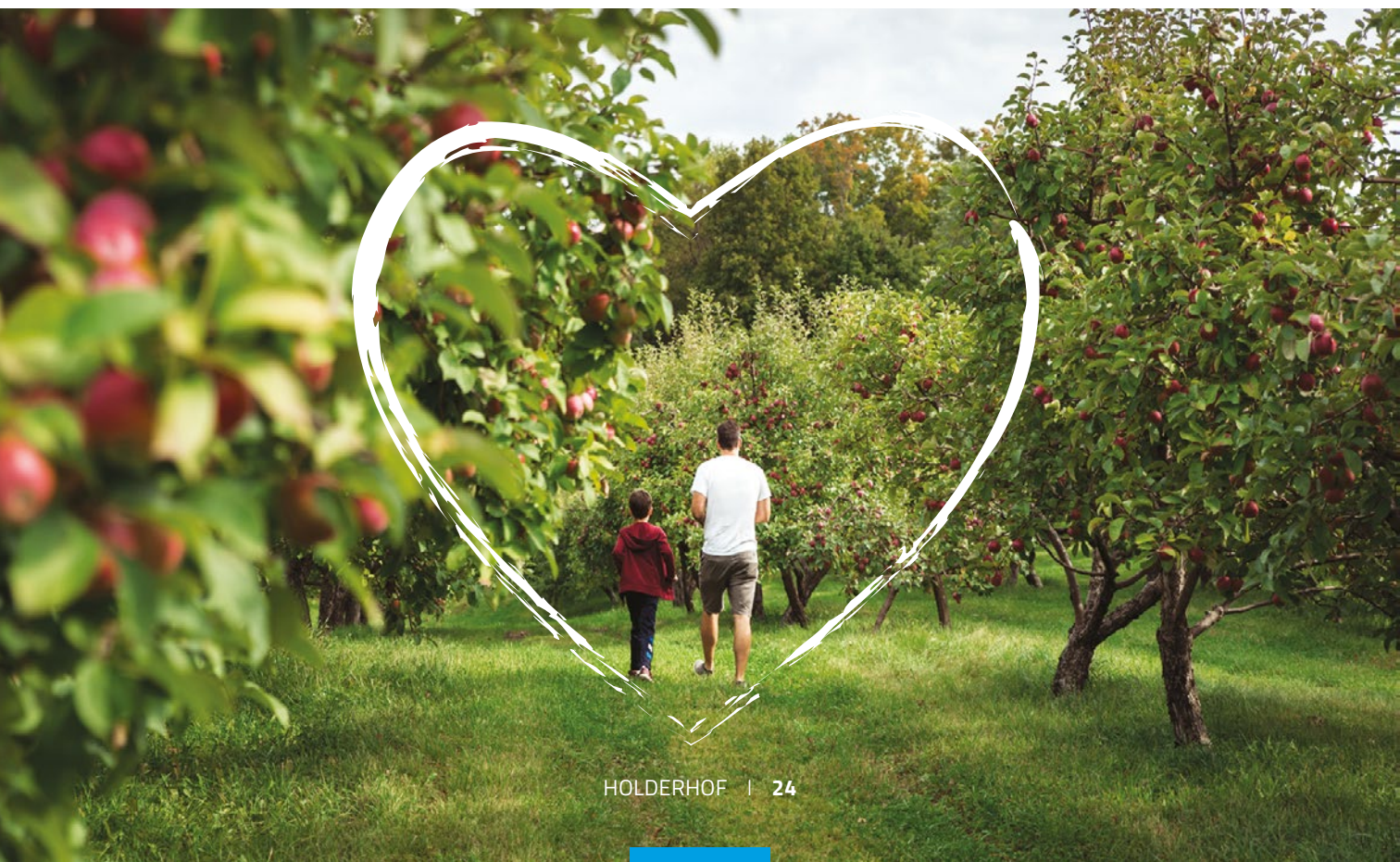


# APPLE JUICE: AN EXPLOSION OF GOODNESS THAT IS MAKING THE MARKET GROW.

Apple juice, a refreshing beverage that is timeless, the essence of nature's sweetness in liquid form. Derived from juicy, crunchy apples, the juice embodies a harmonious blend of flavours, giving a delightful explosion of natural goodness. With a rich history that is centuries-old, apple juice has evolved from a traditional product to a nutritious drink, rich in vitamins, antioxidants, and natural sugars, for health-conscious consumers. The consumption of apple fruit juice has the same strong growth today, that it will have for many years to come, thanks to its health benefits and the growing awareness of the importance of physical well-being, among an increasing number of consumers.

## > ORGANIC QUALITY, WITH A PRIVATE LABEL OR OWN BRAND

The products of the new line of Holderhof apple juices are offered in both certified organic and conventional versions, in various filling formats in both PET and glass bottles. Additionally, thanks to a flexible and efficient production system, Holderhof Produkte specialises in contract manufacturing for major private labels such as Coop and REWE, offering a wide range of bottled beverages in glass or PET in various sizes and formats; this allows clients, regardless of the sector, to leverage the great marketing potential of the Swiss company and benefit from continuous investments in new technologies and new packaging solutions.

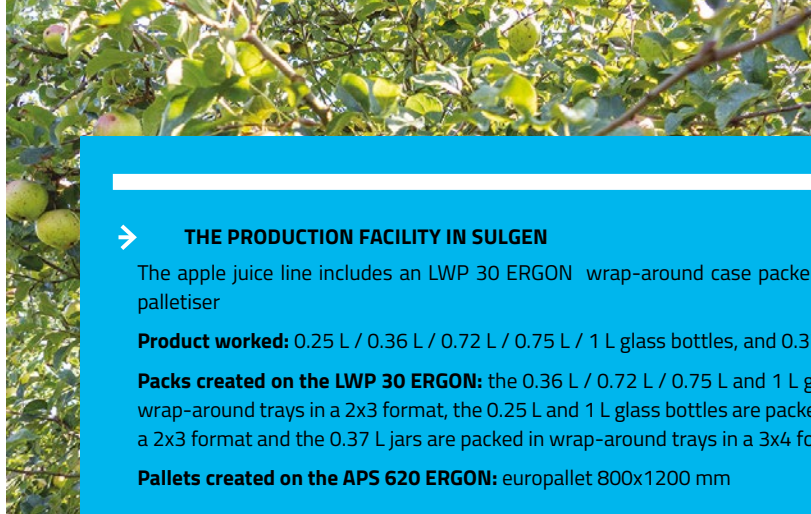




# SMI SOLUTIONS FOR HOLDERHOF



An industrially produced organic apple sauce that is completely natural? This is exactly what Holderhof Produkte does at the new fruit processing centre in Sulgen, where fresh apple sauce is packaged in jars and glass bottles on a newly installed line that can fill up to 2000 jars per hour, depending on the size of the product. For now, the Swiss company has decided to bottle the apple juice in glass bottles and jars because this solution suits a biological and high-quality product, whose constantly growing consumption contributes to the increase in company revenue and makes it necessary to innovate the packaging based on the characteristics of the various product types. The increase in demand, both for the Holderhof-brand products and for private labels, has led Sulgen to equip its production plant with extremely flexible and eco-friendly, high-tech secondary and tertiary packaging facilities which are able to quickly switch from one bottle format to another and from one type of packaging to another. Among these, the LWP 30 ERGON case packer supplied by SMI, represents the ideal solution for secondary packaging in trays and wrap-around boxes for a wide range of containers.



## ➤ THE PRODUCTION FACILITY IN SULGEN

The apple juice line includes an LWP 30 ERGON wrap-around case packer and an APS 620 ERGON palletiser

**Product worked:** 0.25 L / 0.36 L / 0.72 L / 0.75 L / 1 L glass bottles, and 0.370 L glass jars

**Packs created on the LWP 30 ERGON:** the 0.36 L / 0.72 L / 0.75 L and 1 L glass bottles, are packed in wrap-around trays in a 2x3 format, the 0.25 L and 1 L glass bottles are packed in wrap-around cases in a 2x3 format and the 0.37 L jars are packed in wrap-around trays in a 3x4 format

**Pallets created on the APS 620 ERGON:** europallet 800x1200 mm

## ➤ THE PRODUCTION FACILITY IN HENAU

To manage the end-of-line for the packs of cans and boxes of bottled glass packaged within the Henau facility, Holderhof Produkte has integrated a new APS 620 ERGON palletiser into the existing machinery

**Packs created:** 0.33L cans in 3x2 and 6x4 bundles, 0.25L cans in 4x3 bundles, 0.5L and 0.7L glass bottle in 3x2 boxes

**Pallets created:** europallet 800x1200 mm







## LWP ERGON WRAP - AROUND CASE PACKER

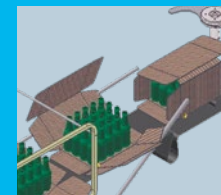
### ➤ FLEXIBLE PACKAGING FOR EVERY REQUIREMENT

The wrap-around case packer of the LWP 30 ERGON range, quickly adapts to the new package formats required by Holderhof Produkte and offers original and innovative packaging solutions, tailored to the logistical and marketing needs of the company. With just one machine, it is possible to create various pack configurations both in wrap-around boxes and in tray-only.



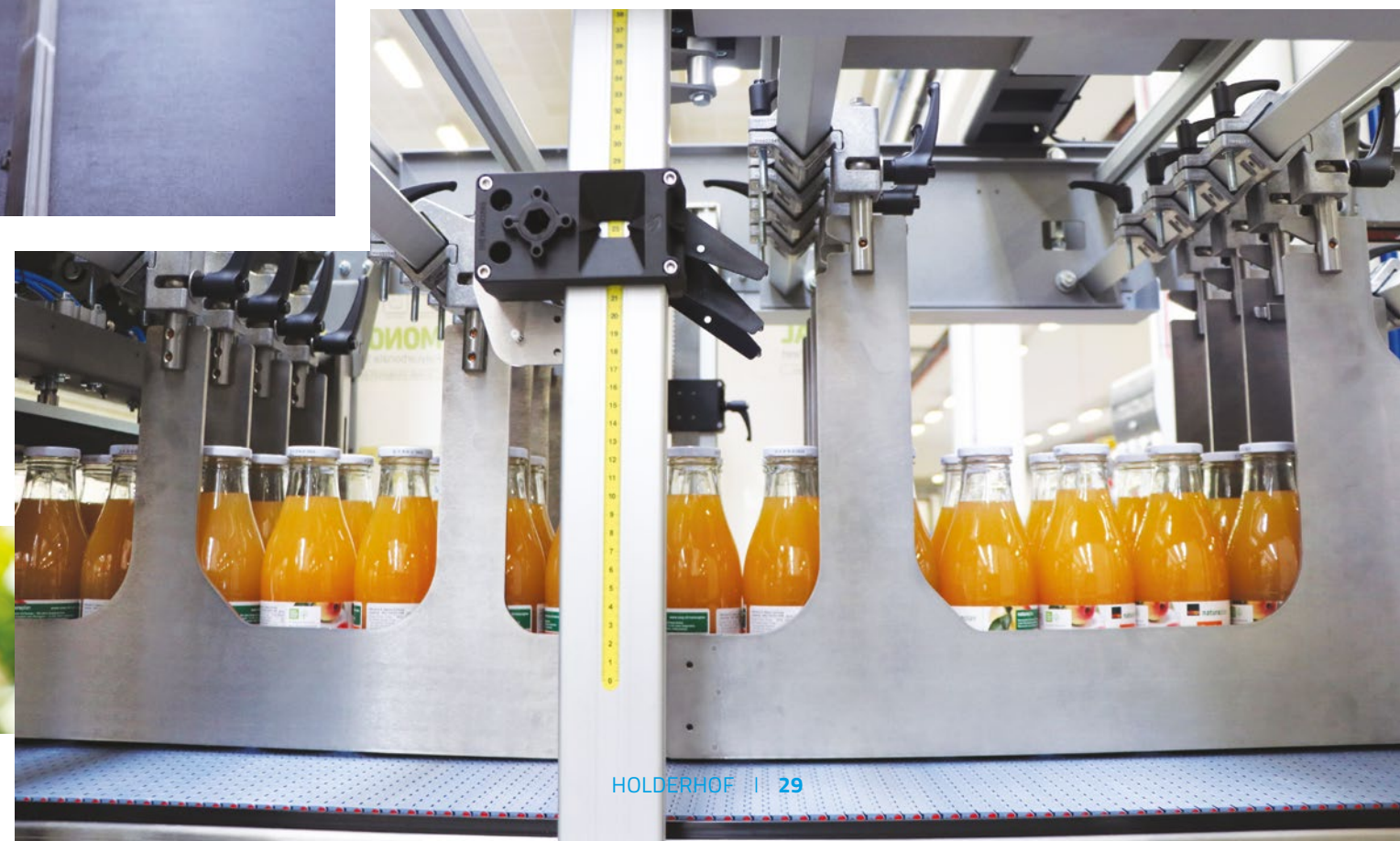
### ➤ COMPACT AND ECONOMIC

This wrap-around packaging system forms the cardboard box and encloses the glass juice bottles inside using a single machine. This case packer is a compact solution with an excellent quality / price ratio for any end-of-line logistics configuration.



### ➤ STABLE AND RESISTANT PACKAGING

The wrap-around boxes made of corrugated cardboard are very resistant to shocks and are therefore, the ideal solution for preserving the integrity and qualities of the products contained within them. The cardboard blank is folded and carefully wrapped around the products simultaneously as they are grouped into the desired format, without stopping the machine, thus ensuring stability for the packages themselves.







## APS 620 ERGON PALLETISER

### ➤ COMPACT AND FLEXIBLE END OF LINE

The palletising system installed at the production facilities in Sulgen and Henau is a versatile solution that simplifies package handling, reduces changeover times, increases performance, and reduces the footprint within the production line.



### ➤ SAFE OPERATIONS

The heart of the SMI APS 620 ERGON automatic palletiser consists of the central structure that houses the three-axis Cartesian system responsible for pallet formation. All activities related to installation, management, and maintenance of the system are easily and safely carried out by the operator.



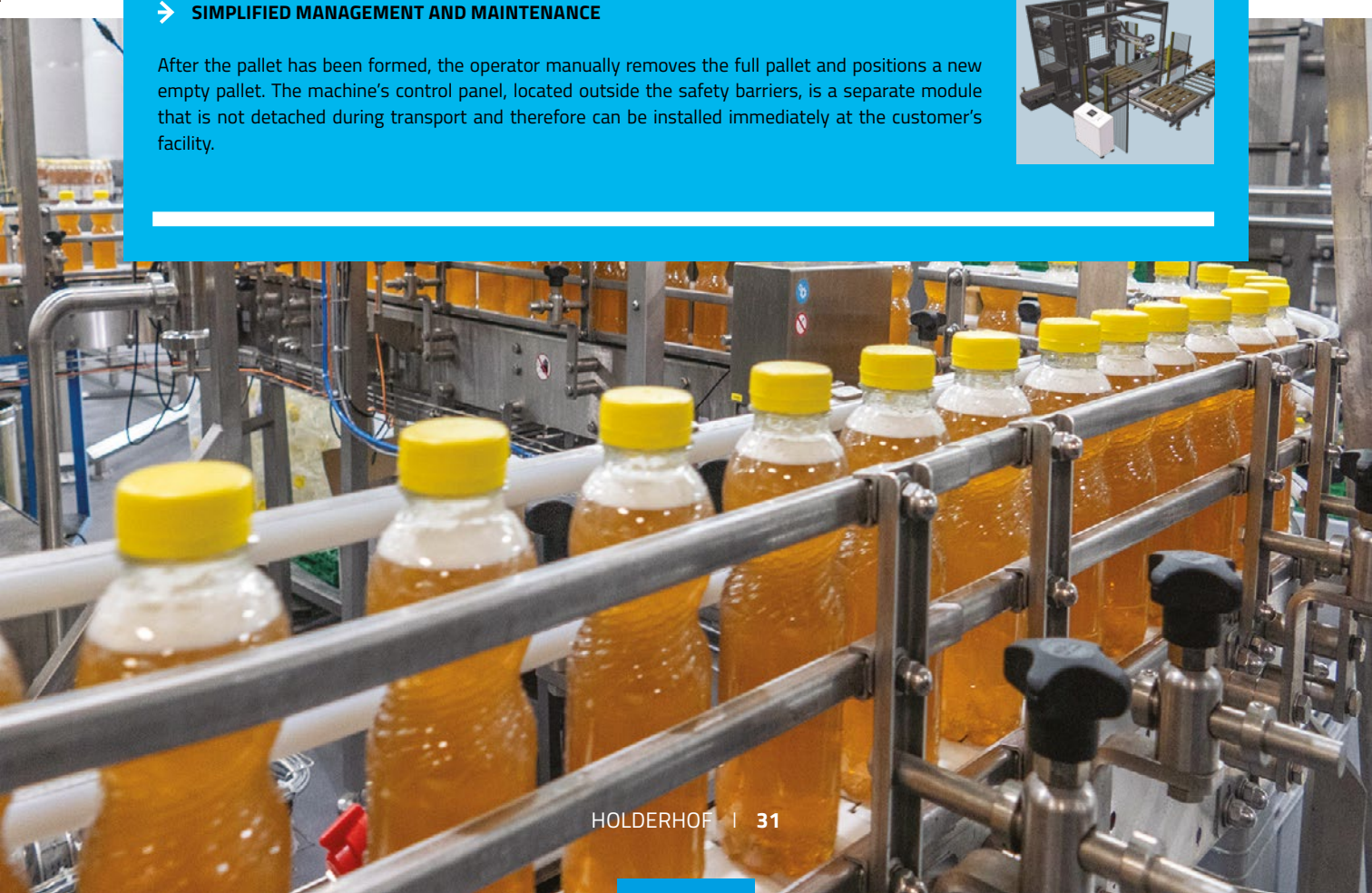
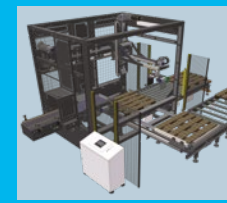
### ➤ FUNCTIONAL INFEED

The product to be palletised arrives on an infeed conveyor and is phased by a rubber conveyor; subsequently, it is brought to the picking position by means of a spacing conveyor, where the picking head picks up the single package or the set of grouped packages and deposits it onto the pallet on the ground. The cyclic repetition of this operation allows various layers of palletisation to be formed.



### ➤ SIMPLIFIED MANAGEMENT AND MAINTENANCE

After the pallet has been formed, the operator manually removes the full pallet and positions a new empty pallet. The machine's control panel, located outside the safety barriers, is a separate module that is not detached during transport and therefore can be installed immediately at the customer's facility.





# AUTUMN IN SWITZERLAND HAS AN INTENSE FLAVOUR THAT SMELLS OF APPLES

When the leaves change colour, the wine festivals begin and all the seasonal specialities like apples, pumpkins, and chestnuts arrive on the table. It is the sign that autumn has arrived. Autumn in Switzerland is an unforgettable experience, thanks to the explosion of flavours, breathtaking landscapes and colours, mild temperatures, and a great variety of culinary delights to enjoy. In Sulgen, a locality a few kilometres from Lake Constance, in addition to admiring beautiful landscapes, you can eat freshly picked apples. This Swiss town is a great starting point to explore autumn in the region, and for unforgettable experiences like the foliage, which, with its vivid colours, paints the surrounding mountains and forests, giving the whole area a fairytale appearance. In the woods, you can gather mushrooms and chestnuts, while in the fields, pumpkins and colourful root and tuber vegetables can be harvested; in the kitchen, local vegetables and fruits are transformed into delicious dishes, and the grapes are turned into fine wines.

