

# PEDRA AZUL

ÁGUA PEDRA AZUL IS AN IMPORTANT BRAZILIAN BOTTLER THAT HAS BEEN BOTTLING PURE AND UNCONTAMINATED SPRING WATER FOR OVER 30 YEARS, SOURCED IN THE REGION OF THE MOUNTAIN OF THE SAME NAME, WHICH IS AN ICONIC LANDMARK OF THE ENTIRE AREA; IT IS A UNIQUE GRANITIC ROCK FORMATION IN THE SOUTHEASTERN PART OF BRAZIL, WHICH, WITH ITS HEIGHT OF 1,822 METERS, ATTRACTS THE ATTENTION OF MANY VISITORS. THE COMPANY CONTINUOUSLY INVESTS IN MODERN TECHNOLOGIES TO ENSURE THE WELL-BEING OF CONSUMERS AND PRESERVE THE PRECIOUS WATER SOURCE, WHICH IS A SOURCE OF LIFE AND HEALTH. THE RECENT INVESTMENT IN THE PURCHASE OF AN SMI MODEL EBS 10 KL ERGON STRETCH - BLOW MOULDER STEMS FROM THE NEED TO RESPOND TO THE GROWING MARKET DEMAND FOR NATURAL AND CARBONATED MINERAL WATER IN 0.5 L PET BOTTLES.

## ➤ SECTOR: WATER

ÁGUA PEDRA AZUL  
Marechal Floriano, Espírito Santo, Brazil  
[aguapedraazul.com.br](http://aguapedraazul.com.br)

## ➤ Rotary stretch-blow moulder EBS 10 KL ERGON



GEO LOCATION





## INVESTING IN MODERN TECHNOLOGY FOR CONTINUAL GROWTH

Technology and innovation are strategic objectives, and Água Pedra Azul is concretely pursuing them by relying on SMI technologies to modernise and expand its production capacity. Recently, the Brazilian company installed a state-of-the-art SMI rotary stretch-blow moulder at its facility in Marechal Floriano, a town of about 20,000 inhabitants in the State of Espírito Santo, designed to optimise the production of 0.5 L PET bottles for bottling natural and sparkling water. During a recent visit to SMI's headquarters in Italy, accompanied by staff from the Brazilian subsidiary SMI Do Brasil, the CEOs of Água Pedra Azul had the opportunity to see first hand the solutions in the beverage sector developed by SMI. After a series of technical evaluations, the EBS 10 KL ERGON stretch-blow moulder appeared to be the machine suitable to meet the production needs of the company, while at the same time allowing efficient and sustainable operations.



**BELOW:** LUCIANA RAMBALDUCCI AND JULIANA RAMBALDUCCI, RESPECTIVELY CEO AND MANAGING DIRECTOR OF ÁGUA PEDRA AZUL, VISITING THE SMI HEADQUARTERS IN ITALY, ALONG WITH FABIO SISIMBRO, SALES DIRECTOR OF SMI.

**AT THE BOTTOM:** JOSÉ ÂNGELO RAMBALDUCCI, FOUNDER OF ÁGUA PEDRA AZUL.



### ➤ ÁGUA PEDRA AZUL BRIEFLY

The company began its activities in the late 1980s with the sale of 5 litre bottles of water, but in a short time, between 1990 and 1991, the production facilities were expanded; in 1999, Água Pedra Azul invested in new machinery to bottle sparkling water in small capacity PET bottles, already blown by other companies. In 2002, sales of sparkling mineral water increased significantly, necessitating further investments to purchase the first blowing machines intended for the internal production of PET bottles. In 2005, Água Pedra Azul launched the production of glass bottles for the 'Premium' line and in 2008, on the occasion of the twentieth anniversary of its founding, it obtained an important product quality certification and revamped the graphics of the bottles and labels.

Today more than ever, the Brazilian company continues to expand its facilities to respond to the growing market demand for natural and sparkling water in the 0.5 L format, this expansion also included the recent installation of an SMI model EBS 10 KL ERGON stretch-blow moulder.





# BLUE STONE MOUNTAINS: A MAGNIFICENT GIFT FROM MOTHER NATURE

In Brazil, there are several mountains or areas known for blue stones or that have a bluish appearance, even if they are not necessarily 'blue stone mountains' in the literal sense.

Mount Pedra Azul is definitely the most well-known and is located between the towns of Venda Nova do Imigrante and Vitória, north of the city of Alfredo Chaves, next to Pico das Flores.

Although in a certain sense off the beaten path, Pedra Azul State Park is worth a visit, especially for the magic of its beautiful surroundings, the fresh air, and the preserved natural beauty.

The main attraction of the park is its peak, which is named for the blue hue that reflects off the rock at certain times of the day.

But the original touch is given by a natural sculpture on its right slope, known as 'Pedra do Lagarto' (Lizard Rock), because depending on the angle of the sun, it really resembles a gigantic reptile climbing the slope.

Viewed from below, it is truly impressive.

Mount Pedra Azul, together with Pedra das Flores, at an altitude of 1,909 meters, and Pedra do Lagarto, forms a splendid granite rocky ensemble that, besides being one of the two "postcards" of the State of Espírito



Santo, is also considered a geological heritage of Brazil within the Pedra Azul State Park; the latter stretches over an area of 1,240 m<sup>2</sup> and was created in 1991 to protect the natural heritage of the region, particularly the famous Pedra Azul.

The name "Pedra Azul" comes from the presence of lichens that give the rock a bluish hue when viewed from a distance.

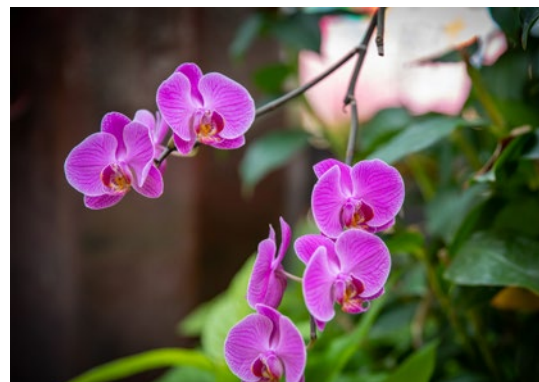
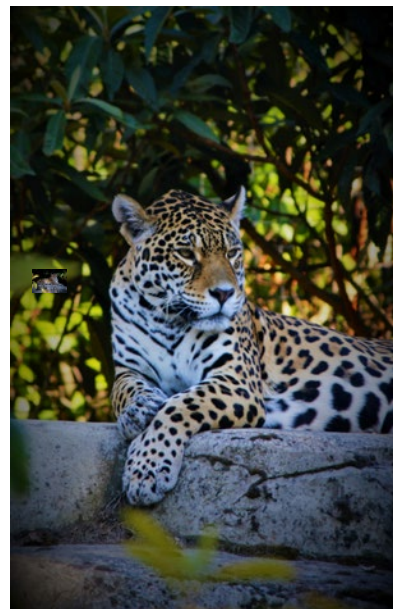
However, depending on the time of year and the intensity of sunlight, its natural gray-blue colouring changes for the human eye 31 times a day and can take on shades ranging from orange to pink.

The park is rich in biodiversity, with about 126 species of orchids, 182 species of birds, and other animals such as monkeys, sloths, and some jaguars.

It is one of the most visited parks in the State of Espírito Santo, especially during the winter period, to admire the beautiful mountain landscapes.

Overall, a visit to the park gives a new perspective of this area of Brazil, which has a long history of immigration, particularly from Italy, thanks to the presence of a vast network of marked trails, it is possible to go on various hikes to enjoy the surrounding landscape from panoramic viewpoints.

It is also possible to discover beautiful natural pools formed in the rock cavities, which give the opportunity, to the more daring visitors, to take a dip in crystal-clear but icy waters.





## ➤ QUALITY PURITY AND LIGHTNESS

In the heart of the magical natural beauty of Parque de Pedra Azul, for over 30 years Água Pedra Azul has been bottling mineral water that springs from the crystal clear and pure water sources among the mountains of the state of Espírito Santo. From the spring until it reaches the tables of consumers, the company based in Marechal Floriano subjects the water to rigorous quality controls throughout the entire production chain, from collection to bottling, to ensure the purity of the source to the end consumer. Daily, samples of water are taken in the laboratories to guarantee the quality of all products and to offer consumers pure, healthy water with low sodium content. The certifications obtained by Água Pedra Azul demonstrate the efficiency of the entire system, as well as the quality and safety of the water. Água Pedra Azul is the only water from Espírito Santo with internationally certified quality from NSF (National Sanitation Foundation), a North American institution that is a world leader in food safety and public health protection, which conducts rigorous annual inspections. Furthermore, the company is a member of the Brazilian Association of Mineral Water Industry (Abinam), established to protect consumers and the mineral water market, and belongs to the International Group of Natural Mineral Water Industries of the European Union (Unesem/Gisemes), the most important global organization in the sector.





# ÁGUA PEDRA AZUL:

## THE COMPANY'S SUSTAINABLE COMMITMENT

**W**ater is a source of life, health, and well-being and is part of a vast ecosystem that in turn requires protection.

For this reason, Água Pedra Azul is daily committed to actions that demonstrate respect for the environment and a commitment to sustainable development. For the company in Marechal Floriano, the safeguarding of the environment goes through the enhancement and preservation of the springs; for example, the extraction process is carried out with

advanced technologies to preserve the natural properties of the water and to avoid damaging the areas where it flows.

With over 30 years of history behind it, Água Pedra Azul is considered the industry leader in the State of Espírito Santo, which has a population of over 4 million.

In addition to the State of Espírito Santo, the company operates in the south of the State of Bahia, in the State of Minas Gerais and in the State of Rio de Janeiro, where it is significantly expanding its presence this year. The company was the first mineral water

industry in the State of Espírito Santo to use solar energy, a way to generate clean and renewable energy without emitting pollutants into the atmosphere.

Moreover, this important South American business operates with respect and responsibility to take care not only of the water and the people but also of the entire surrounding green area, continuously committing to reforestation; to date, it has planted more than a thousand native plants. The commitment to the environment is also realised by promoting the recycling

of materials and properly disposing of the waste generated during production. Água Pedra Azul is at the forefront of water reuse within its facilities; for example, the water used to disinfect bottles is reused to clean floors and restrooms and to irrigate gardens and outdoor areas.

The commitment to the well-being of the population of Espírito Santo is another important aspect of the company's activities and is realised through various social initiatives in partnership with local associations.



### ➤ "VALUED CUSTOMER'S CLUB", AN EXCLUSIVE AWARD GIVEN BY SMI DO BRASIL

Born from an idea of Guilherme Vivona, Managing Director of the SMI Do Brasil branch, the award given to members of the 'Valued Customer's Club' was created to testify and strengthen the partnership among the customer, SMI, and the branch, a partnership that goes well beyond the mere supply of machinery, as the collaboration begins with the analysis of the end user's requests for the system, continues with the design and implementation of the most appropriate technological solution, and concludes with the installation of the machinery and the start of production.

SMI Do Brasil, based in São Paulo, Brazil, puts every customer at the centre of attention and follows them step by step, listening to their needs, studying and creating solutions and projects that best meet their expectations, up to the delivery of the purchased machinery. Upon the completion of the machine installation, the management of SMI Do Brasil symbolically shakes hands with the end customer, presenting them with a unique and exclusive work of art, a symbol of SMI engineering, where mechanical precision and technological innovation meet.

The award is represented by a grip mandrel, the mechanical element symbolising the first point of contact of the stretch-blow moulder with the journey undertaken by the preform, which, before transforming into a container (in this case into the beautiful Água Pedra Azul bottle produced by an EBS 10 KL ERGON stretch-blow moulder), passes through the heating oven before entering the mould.

The grip mandrel is welded onto a stainless steel plate with a plaque, where the company's name, the model of the machine purchased, and its serial number are engraved.

This trophy expresses the gratitude of SMI do Brasil towards the companies belonging to the "Valued Customer's Club" for choosing SMI technology to achieve their growth and success goals. Every detail of the award has been designed thoughtfully, planned to testify and over time remind everyone of the partnership between the companies.

**Below:** SMI Do Brasil staff's hands the "Valued Customer's club" award to Luciana and Juliana Rambalducci, respectively CEO and Managing Director of Água Pedra Azul.





# A CHAT WITH THE CUSTOMER

→ **Luciana Rambalducci, CEO of Água Pedra Azul, and Juliana Rambalducci, Managing Director of Água Pedra Azul, explain how the family business has grown in recent years and why they decided to invest in a new SMI stretch-blow moulder.**



**Q: Water is a source of life, health, and well-being. For over 30 years, Pedra Azul has worked with dedication and seriousness to take care of this precious resource. What are the key milestones of your success?**

**A:** Since our inception, we have had a very clear goal: to take care of our customers through quality. This commitment comes from the values built in the family and proudly passed down from generation to generation. Our purpose and our values have been with us step by step since the beginning.

We believe that success is the result of genuine work that conveys these values to both our collaborators and our customers. Our product is what we are. Maintaining this consistency over time is what distinguishes our success.

**Q: How important is sustainability for Pedra Azul?**

**A:** Sustainability is an essential value and thinking about an increasingly cleaner future is part of our company's DNA. Caring for water, customers, partners, and the environment is a

unique and integrated commitment.

We believe that every initiative today contributes to shaping a tomorrow where consumption and conservation walk side by side.

For this reason, we have been pioneers in the State of Espírito Santo, by forming a partnership with the EU RECICLO brand, which promotes the transformation of recycled materials and strengthens the recycling supply chain. Currently, we are the only bottled water company in the state with a proprietary solar park. 40% of our energy comes from clean and renewable sources, and over the next few

**ON THE SIDE:** LUCIANA AND JULIANA RAMBALDUCCI AT THE FISPAL 2025 TRADE FAIR WITH PAOLO NAVA, PRESIDENT AND CEO OF SMI S.P.A., AND GUILHERME VIVONA, DIRECTOR OF SMI DO BRASIL LTDA



years, we intend to increase this percentage to 100%.

We have been using solar energy for a long time and continue to invest to expand this commitment to the environment.

Furthermore, we responsibly preserve the native forest around our sources and facilities, strengthening the care of the territory in which we operate because the future depends on sustainable attitudes, and Pedra Azul continues to do its part every day.

**Q: What factors drove you to invest in a new SMI rotary stretch-blow moulder?**

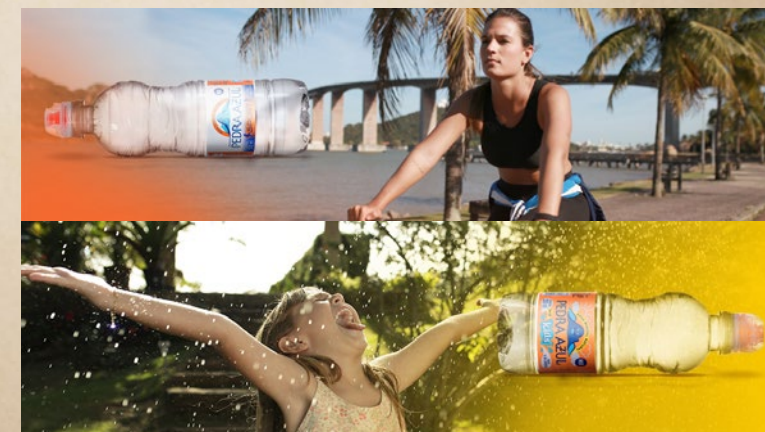
**A:** We were looking for a reliable technical solution, with proven results from other companies, that would allow us to achieve a new level of productivity and efficiency.

We were already familiar with SMI and, before making our decision, we wanted to look for some references in the market, which further strengthened our choice.

We knew that the solution offered by SMI would be innovative and pioneering in Brazil. The presence of the SMI do Brasil branch, with its local technical team, which guaranteed us complete support from installation to after-sales, gave us the necessary confidence to make the investment.

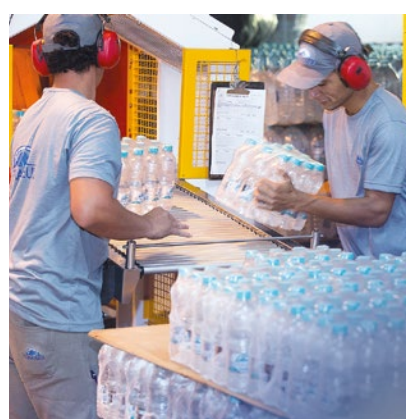
**Q: How do you see the future of the mineral water market?**

**A:** The consumption of mineral water is continuing to grow rapidly, with double-digit annual increases. In this scenario, sparkling water is gaining more and more space, driven by the public's preference for healthier and more natural products. In a context of easy access to information and greater awareness of health and well-being, consumers are looking for alternatives that take care of their mind and body, mineral water fits perfectly into these consumption habits that are destined to remain. Consequently, we believe that mineral water will play an increasingly important role in people's daily lives; a choice in line with health care and the enhancement of what is essential.





# SMI SOLUTIONS FOR ÁGUA PEDRA AZUL



The company constantly invests in cutting-edge production technologies, for the installation of which, it relies on highly experienced partners like SMI, present in the country through the SMI Do Brasil subsidiary. The Água Pedra Azul brand is well-known both in Brazil and abroad for the quality and purity of its products, which enjoy significant success among wide segments of the South American population. Equally important is the investment made by the company in creating a strong and appealing identity, recognised and appreciated by customers also thanks to the practicality of the PET bottles made by the EBS 10 KL ERGON stretch-blow moulder supplied by SMI.



## ➤ ROTARY STRETCH-BLOW MOULDER EBS 10 KL ERGON

**Functions:** stretch-blow moulding of PET bottles for still and sparkling water at a maximum speed of 22,000 bottles/hour

**Bottles worked:** 0.5L cylindrical containers

## ➤ REDUCED CHANGEOVER TIMES

For Água Pedra Azul, it is essential to have an efficient and flexible production system that allows quick changeover operations to promptly adapt to new formats.

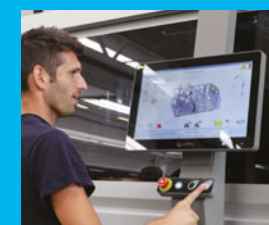
The changeover operations and mould replacements are simple and fast, as they involve adjusting processing parameters from the POSYC® operator interface, replacing each half of the mould by loosening four screws, and changing the bottom by means of a mechanical hook..



## ➤ ADVANCED AUTOMATION AND OVERALL EFFICIENCY

The stretch-blow moulding system is managed by the MotorNet System® automation and control system, which ensures the constant maintenance of optimal processing parameters throughout the entire production cycle and the direct modification of machine settings, thus simplifying format change operations.

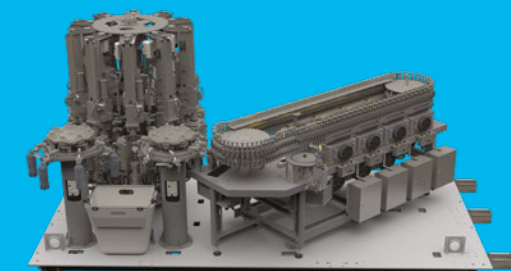
The simplicity of management and maintenance operations guarantees a high overall efficiency index.



## ➤ MODULAR AND COMPACT STRUCTURE

The compact and ergonomic design of the EBS 10 KL ERGON stretch-blow moulder allows the integration of the heating functions for preforms and the stretch-blow moulding of bottles within a single module.

The reduced dimensions of the system ensure a reduced footprint within the bottling line and significant advantages in terms of operational flexibility and workplace safety, enabling the user to easily carry out all activities related to the use, cleaning, and maintenance of the machine.





# A PERMANENT KALEIDOSCOPE OF COLORS

**E**spírito Santo is a state in Brazil located in the southeastern part of the country, with its capital being the city of Vitória; as a coastal region, Espírito Santo attracts a large number of tourists during the summer, while in winter the flow of visitors concentrates in the mountainous areas, primarily in the region of Domingos Martins (district of Pedra Azul).

This region is rich in flowers, plants, and flowering trees; in fact, in the area of Pedra Azul and its surroundings, there are

important orchid growers, so much so that the locality of Marechal Floriano, where the Água Pedra Azul establishment is located, is called the “city of orchids.”

This territory also has a strong inclination for sports, particularly adventure sports such as climbing and mountaineering; access to the summit of Mount Pedra Azul is in fact via rock climbing, which requires experience, the use of safety equipment, and entry has to be booked through the State Government Planning Portal, which limits daily entries to 21 people, in 3 groups of 7 people.

## ➤ AN EXPLOSION OF SENSES

Charm is a constant in the Pedra Azul district region, which, with the presence of cosy inns and delightful restaurants, is becoming a consolidated tourist destination, with a special vocation for winemaking, gastronomy, and adventure sports.

Also part of this territory is the municipality of Domingos Martins, considered by many to be the ‘most romantic place in Brazil’ thanks to a rich architectural, gastronomic, and cultural influence from European immigration; the area is located near Venda Nova do Imigrante, a locality founded by Italian immigrants at the end of the nineteenth century. The gastronomy is of high quality, featuring specialities from Italian, Portuguese, French, organic, and exotic cuisines; there are also hundreds of family-run rural properties that offer cured meats, cheeses, honey, jams, bread, pastries, organic products, liqueurs, wines, and beers.

