

RADNOR HILLS MINERAL WATER, A LEADING WELSH COMPANY THAT SPECIALISES IN THE BOTTLING OF WATER AND SOFT DRINKS, HAS BEEN INNOVATING AND DIVERSIFYING ITS PRODUCTION FOR 35 YEARS, TO OFFER A WIDE RANGE OF PACKAGED DRINKS USING SUSTAINABLE SOLUTIONS. THIS HAS ALSO BEEN MADE POSSIBLE THANKS TO ITS LONG COLLABORATION WITH SMI, WHICH BEGAN IN 2008 AND HAS RECENTLY LED RADNOR HILLS TO INSTALL A WP 800 ERGON WRAP-AROUND CASE PACKER TO PACK CANS OF WATER INTO KRAFT CARDBOARD BOXES AND TRAYS, AND A 90° ASW 40 F ERGON SHRINKWRAPPER.

# RADNOR HILLS

- **SECTOR: WATER**  
RADNOR HILLS MINERAL WATER  
Knighton, Powys, United Kingdom  
[www.radnorhills.co.uk](http://www.radnorhills.co.uk)
- Wrap-around case packer WP 800 ERGON
- Shrinkwrapper ASW 40 F ERGON
- Conveyors



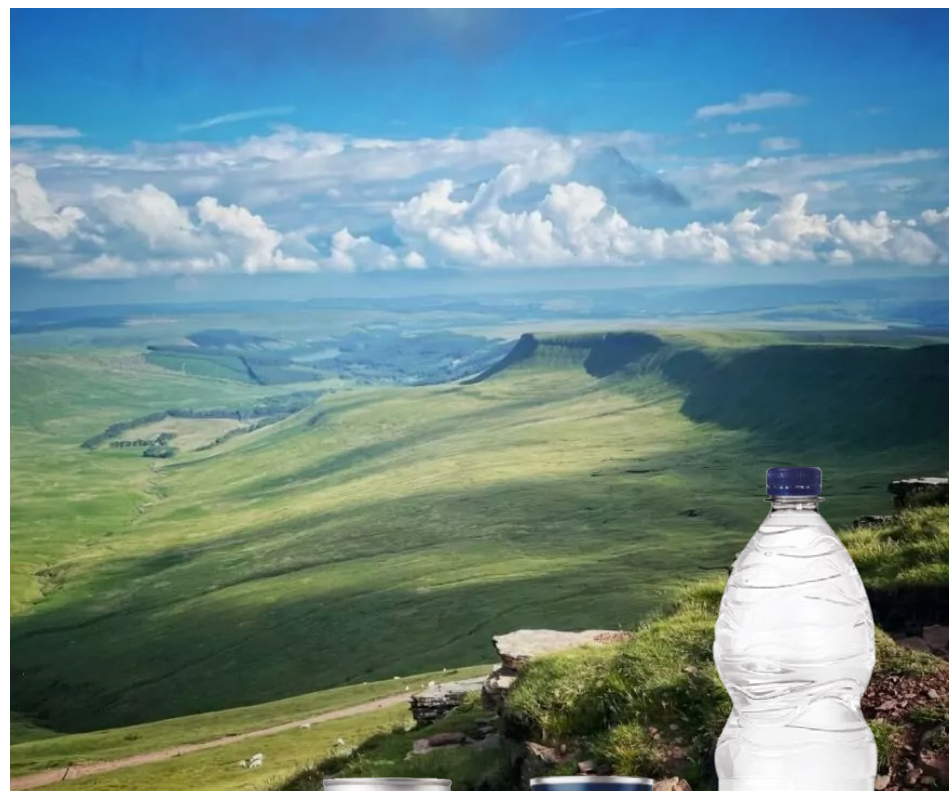
GEO LOCATION



# WONDERFUL THINGS HAPPEN ON THE WELSH HILLS

“WHEN WE FIRST FOUND WATER ON OUR FAMILY FARM, WE DUG A WELL WITH THE INITIAL AIM OF USING IT AS A WATER SOURCE FOR OUR LIVESTOCK. HOWEVER, SOON WE DISCOVERED THAT WE WERE SURROUNDED BY THE BEST NATURAL SPRING WATER. THE TASTE OF THIS WATER WAS SO GOOD, THAT WE IMMEDIATELY DECIDED IT DESERVED A WIDER AUDIENCE AND THAT IT HAD TO BE OFFERED ON THE MARKET. WITH THIS RADNOR HILLS WAS BORN,” SAYS WILLIAM WATKINS, FOUNDER AND CEO OF RADNOR HILLS. “I DIVERSIFIED INTO THE NON-ALCOHOLIC BEVERAGE SECTOR IN THE EARLY 90S WHEN WE DISCOVERED WE WERE SURROUNDED BY THE BEST NATURAL SPRING WATER IN WALES.”

A source of exceptionally pure, rich mineral water, a mild climate, and surrounded by vast expanses of green hills and the tranquillity of an unspoiled land. In this fairy-tale setting stands the Radnor Hills company, the history of which began at the end of the 1980s, when the founder and current CEO, William Watkins, returned to Knighton, a town in the Welsh county of Powys, with a degree in agricultural and food marketing from the University of Newcastle. At that time, his father who managed the family farming business situated on the green hills of Powys, discovered a source of water which was initially going to be used to provide water for the cattle. However, he immediately realised that this water was of a much superior quality to normal standards due to its exceptional taste, acquired as it filtered naturally through ancient layers of rock, and that it deserved more attention, but above all it needed to be offered to the market. Driven by these factors, William started a new family business dedicated to bottling and distributing this spring water, it quickly became successful also thanks to the supply of mineral water to British Airways. Since 1990 (the year in which the company was founded), Radnor Hills has continued to evolve, focusing on the production of a wide range of still, carbonated, and flavoured non-alcoholic beverages, for which numerous investments have been necessary for the expansion of the production lines, warehouses, and recycling facilities.



Today, 35 years later, the Welsh company has ten bottling, canning and Tetra Pak lines, capable of achieving a production capacity of many millions of litres of product per year.



## SMALL BEGINNINGS FOR A GREAT STORY





# DIVERSIFIED PRODUCTION FOR A SUSTAINABLE FUTURE

Radnor Hills is perfectly integrated into the environmental context that surrounds it, characterised by vast expanses of hills and unspoiled landscape. The company from Knighton, is passionately committed to bottling spring water and producing excellent soft drinks, paying the utmost attention to environmental protection; an example of Radnor Hills' sustainable commitment is represented by the company's mission to be a zero-impact production site, a commitment recognised by the award received in 2019 at the Powys Business Awards for the category 'Sustainable and Ethical Producer 2019'. Sustainability does

not stop at a single goal, because the commitment to the planet is consistently pursued in multiple aspects, from zero-impact production to the use of lightweight cardboard for secondary packaging or 100% recycled plastic bottles. The management system at Radnor Hills is certified according to the ISO 14001 standard, demonstrating serious commitment to these issues. Further proof of the dedication to safeguarding the territory is that the Welsh company has planted over 14,000 new trees and recycles everything it can.



## ➤ RECOGNITION AT POWYS BUSINESS AWARDS 2023

In 2023, Radnor Hills Mineral Water received important recognition at the 'Powys Business Awards', established to reward companies that stand out for their environmental commitment. William Watkins, CEO of Radnor Hills, expressed pride in the ongoing sustainability efforts made by the company he leads: We work continuously to become more sustainable and we are proud to have won this award, which reflects the incredible work of the Radnor team in the journey of corporate sustainability, from zero waste to landfill to self-generated energy from the solar plant. At the Powys Business Awards, Radnor Hills received not only the sustainability award but also the recognition of 'Powys Business of the Year', an important testimony to the daily hard work carried out with dedication and passion. The two recent awards add to the numerous recognitions obtained by Radnor Hills throughout its activity, such as the 'Gold Award' won for traditional lemonade at the 'Farm Shop & Deli Show 2023', which assesses the taste of the product and its value chain, or the 'Best in Can' award received at the 'Zenith Innobev Awards' in 2023.



35 years have passed since the discovery of the Radnor Hills spring.

Today, the company is a household name which continues to evolve, and is a significant reference in the water and beverage industry thanks to its ability to continuously develop new products in response to the sustainability goals of customers to reduce the use of plastic.

Their two production facilities in Wales, produce and package a wide range of beverages in various formats, using recycled plastic, cans, glass, or Tetra Pak cartons; among them, the 125 ml format of pure fruit juice, specifically developed for the travel sector.

Driven by the goal of satisfying an ever-growing consumer base, Radnor Hills Mineral Water has recently introduced a new range of flavoured infusions and still water in 250 ml Tetra Pak containers with a tear-off opening that do not even require a plastic straw; moreover, the 250 ml 'brick' is a perfect fit for packaging in trays or boxes.



## ➤ FUELLED BY SUNLIGHT

In order to pursue the vision of an increasingly greener future, at the end of 2023 Radnor Hills installed a new solar system worth £1.8 million, which added to the existing panels installed on the rooftops of the facilities. This new system, which produces 2,000 kWh of energy per year, can generate up to 25% of the electricity needed within the company.



## ➤ ZERO WASTE IN THE LANDFILL

The company from Knighton, is constantly committed to ensuring that no waste goes to landfill and to achieve this goal, it has invested in its own state-of-the-art recycling plant to manage all waste, as well as relying on a team of experts to facilitate every activity that promotes the circular economy.



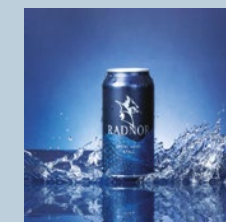
## ➤ 100% RECYCLABLE

Radnor Hills' environmental commitment could not overlook the aspect of packaging; in fact, all the PET bottles used by the company are 100% recyclable and are made up of 30% recycled material. Radnor Hills was also the first company in the industry to use 100% recyclable shrink film that's made up of 30% recycled plastic.



## ➤ CANS OF WATER FOR GOLF

Radnor Hills is the official water supplier for various golf tournaments within the DP World Tour and the Senior Open Championship. For a positive long-term impact, the tournaments are committed to being carbon neutral, and, to ensure the hydration of golfers during professional events, they have opted to use cans of water provided by Radnor Hills, a type of infinitely recyclable packaging that's collected efficiently after use, to ensure that each event has zero environmental impact. Maria Grandinetti-Milton, head of sustainability for the DP World Tour, commented: 'Eliminating single-use plastics from our tournaments has been a key priority within our "Green Drive" program, and the Radnor Hills metal cans, used by the players are perfect for water supplies; they are convenient, easy to recycle, and have a real impact on reducing the environmental footprint of a tournament.'





# SMI SOLUTIONS FOR RADNOR HILLS



Radnor Hills offers a wide range of still, sparkling, and flavoured beverages all produced with spring water sourced from its own wells, while keeping environmental sustainability at its heart.

A distinctive feature of the Welsh company's commitment to sustainability is the use of aluminium cans, which, among all the packaging materials used, boasts the highest recycling rate; every used can is infinitely recyclable and comes from within a 65-mile radius of the Radnor Hills Mineral Water facilities, reducing the carbon footprint associated with transportation.

In terms of secondary packaging materials, Radnor Hills uses 100% recycled kraft cardboard and shrink film, both solutions that ensure a lower environmental impact and high-quality packaging.



## ➤ WRAP-AROUND CASE PACKER WP 800 ERGON

**Product worked:** 0.15 L / 0.25 L / 0.33 L cans

**Packs created:** boxes in Kraft cardboard in various formats 2x3, 2x4, 2x5, 3x4, 4x6 and trays with a height of 50mm in 4x3 and 6x4 formats

### Main characteristics

- continual packing using a wrap-around system which ensures a smooth production process
- shock-resistant packaging, able to protect the product during transportation
- better pack quality and reduced mechanical wear and tear
- ergonomic machine structure
- safe and easy maintenance operations



## ➤ BENEFITS FOR FLEXIBILITY

Driven by the goal of satisfying a wide range of consumers, Radnor Hills has a very diverse range of production, both in terms of products and also packaging solutions. The WP800 ERGON case packer provided by SMI packages different types of cans in various formats. Possibilities range from fully enclosed wrap-around kraft paper boxes, to corrugated cardboard boxes in the 'fridge pack' format, as well as standard tray packs. The transition from one format to another is simple and quick, allowing for immediate adaptation of production to current packaging needs.



## ➤ BENEFITS FOR COMPETITIVENESS AND CUSTOMER SATISFACTION

The WP 800 ERGON case packer meets Radnor Hills' need to face growing market competitiveness and satisfy consumer demands.

Achieving these goals involves the use of innovative, economical, and functional packaging solutions such as the "Fridge Pack" in 2x3, 2x4, and 2x5 formats, specifically designed to fit perfectly into home refrigerators; thanks to an innovative design, the cardboard box features a special opening (made at one end of the box), which allows the consumer to take the cans they need from the package, while leaving the rest conveniently stored in the box in the refrigerator.

The box essentially acts as a "dispenser" for the products contained within the package.

Particularly important for the creation of this type of package is the use of kraft cardboard, which, despite being very thin, ensures a sturdy pack; furthermore, the smooth, white, glossy surface of this material is the ideal solution for printing eye-catching graphics that can attract the consumer's attention when choosing products to purchase from the shelves of retail outlets.





### ➤ BENEFITS FOR THE ENVIRONMENT

The strong environmental commitment of Radnor Hills puts the packaging of its products at the forefront, by using sustainable materials such as lightweight kraft cardboard. The WP 800 ERGON case packer is suitable for creating strong packages using both 1.5 mm microwave kraft cardboard and 3 mm standard cardboard, by simply changing settings the machine can handle packaging materials with different thicknesses. The use of kraft cardboard allows Radnor Hills to achieve resistant and lighter packaging thanks to the reduced use of material, resulting in savings in material and production costs.



### ➤ BENEFITS FOR THE OPERATOR

The Easy-Load automatic loading system, standard equipment on the WP 800 ERGON case packer supplied by SMI to Radnor Hills, offers the great advantage of making the workload of the machine operator easier during the loading phase of the cardboard magazine, and, ensures that the wide range of 3 mm micro-flute cardboard and kraft paper blanks are loaded smoothly and consistently.



## RADNOR HILLS & SMI: A HISTORIC PARTNERSHIP

Radnor Hills Mineral Water has experienced remarkable growth, characterised by continual investment; the Welsh company has come a long way since 1990, becoming a household name in the UK and abroad, and demonstrating that family management can successfully align with the production systems of large organizations. SMI has been a long-standing supplier of Radnor Hills, as it has supported the Knighton company since 2008 in choosing the most suitable solutions for the secondary packaging needs of a wide portfolio of canned drinks, PET bottles, glass, and Tetra Paks under the Radnor brand. Never before, even in the UK, has the packaged beverage industry experienced such strong and diversified development as it has in the last few years, for that reason, with its continual investment in numerous shrinkwrappers and case packers the Welsh company has been able to seize market opportunities, increasing the capacity and efficiency of its plants to meet the greater demands of consumers. In addition to the quality of the product, Radnor Hills pays great attention to the characteristics of the packaging, because appealing, up-to-date, easy and safe-to-use packaging is often a fundamental element for the success and competitiveness of a brand.

### ➤ COMMITTED TO THE LOCAL COMMUNITY

Radnor Hills has deep roots in the local community, involving employees, friends, and neighbours. The Welsh company cares deeply that the rural valley in which it is located, has everything it needs, from jobs to recreational facilities. For this reason, it takes the support of its employees and their families very seriously and supports numerous local sports activities and events such as the 'Radnor 7's Rugby Festival', which takes place every year at the Knighton Rugby Pitch. It also supports charity fundraising for the organization 'The Little Princess Trust', which donates wigs made from real hair to children and young patients with cancer. Radnor Hills also sponsors the Presteigne Carnival, providing water to the volunteers of the annual event that attracts locals and visitors to enjoy the traditional carnival and the countryside fair.







#### ➤ BENEFITS FOR ERGONOMICS

The ASW ERGON shrinkwrapper is a compact version with single-lane infeed, of the automatic packaging machines from the SK ERGON series. Thanks to innovative solutions in terms of modular assembly, space reduction, advanced ergonomics, and state-of-the-art automation, the ASW ERGON automatic shrinkwrapper has the best technology in the industry for secondary end-of-line packaging. Ergonomics is an important plus for the safety of line operators, as the single-lane infeed, preferably positioned on the opposite side of the operator, facilitates the correct channelling of loose containers onto the packaging machine infeed conveyor belt.



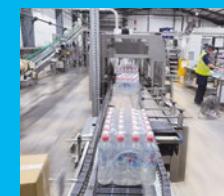
#### ➤ BENEFITS FOR COMPACTNESS AND COST-EFFECTIVENESS

The reduced size of the packaging machine easily adapts to the logistical conditions of the end-of-line, as, thanks to the single-lane infeed belt, it is not necessary to have a divider to lane products into the machine.



#### ➤ BENEFITS FOR FLEXIBILITY

With the single-lane infeed, it is possible to work with different types of containers of various sizes without needing additional conveying equipment, with the advantage that format changes are easy and quick as there's no need to adjust the guides of the various lanes.



#### ➤ BENEFITS FOR MANAGEMENT AND MAINTENANCE

With its compact design, the film cutting unit on the ASW ERGON is equipped with a blade powered by a direct-drive brushless motor, which enhances the precision and accuracy of cutting and simplifies maintenance operations.



#### ➤ SHRINKWRAPPER ASW 40 F ERGON

**Product worked:** cardboard boxes and trays arriving from the W P800 ERGON wrap-around case packer

**Packs made:** repacking in film only packs

The ASW 40 F ERGON shrinkwrapper is a compact machine with a single-lane infeed that allows Radnor Hills to repack cardboard boxes and trays coming out of the WP 800 ERGON wrap-around case packer. In particular, the cardboard boxes in 2x2 formats are repacked in 6x4 bundles in film only; the 2x4 boxes in 4x6 bundles in film only; the 3x4 and 4x6 trays are turned and processed respectively into 4x3 and 6x4 formats in film only. All the other formats of can boxes in 2x5 and 3x4 formats are rotated by 90° and transit through the ASW 40 F ERGON to go directly to the palletiser.

##### Main characteristics

- machine with single-lane infeed
- compact layout and reduced footprint
- high operational flexibility to work with various products in multiple formats
- ergonomic machine structure
- easy maintenance operations

