MYANMAR, KNOWN INTERNATIONALLY AS THE "LAND OF SMILES," CAPTIVATES WITH THE PROFOUND WARMTH, HOSPITALITY, AND SERENITY OF ITS PEOPLE. DESPITE ECONOMIC HARDSHIP AND A COMPLEX POLITICAL SITUATION, THE LOCAL POPULATION WELCOMES VISITORS WITH INCREDIBLE KINDNESS AND INFECTIOUS CHEERFULNESS. WITHIN THIS SIMPLE YET CHARMING ENVIRONMENT, A MORE MODERN SIDE ALSO EMERGES, ONE THAT MAKES TECHNOLOGICAL INNOVATION ITS TRUE STRENGTH. THE CLOSEST CONNECTIONS BETWEEN LOCAL TRADITION AND A VISION TO THE FUTURE, ARE EVIDENT IN THE RECENT COLLABORATION BETWEEN SMI, ENOBERG, AND THE BURMESE COMPANY CONSUMER GOODS MYANMAR (CGM), A LEADER IN THE CONSUMER GOODS MANUFACTURING SECTOR. THIS SYNERGY HAS GIVEN RISE TO A MAJOR INNOVATION PROJECT, CULMINATING IN THE INSTALLATION OF A STATE-OF-THE-ART PLANT FOR THE PRODUCTION, FILLING, AND CAPPING OF 48,000 BOTTLES/HOUR IN 0.12L, 0.18L, AND 0.75L PET FORMATS FOR LAUNDRY DETERGENTS AND FRAGRANCES.

- **SECTOR: DETERGENTS**
  CONSUMER GOODS MYANMAR LIMITED (CGM)
  Kamayut Township, Yangon, Myanmar
  www.cg-m.com
- ECOBLOC® 20-60-24 E HEVF ERGON Integrated System



GEO LOCATION

CGM
CONSUMER GOODS MYANMAR

EFFICIENCY AND QUALITY TO MEET CONSUMER EXPECTATIONS

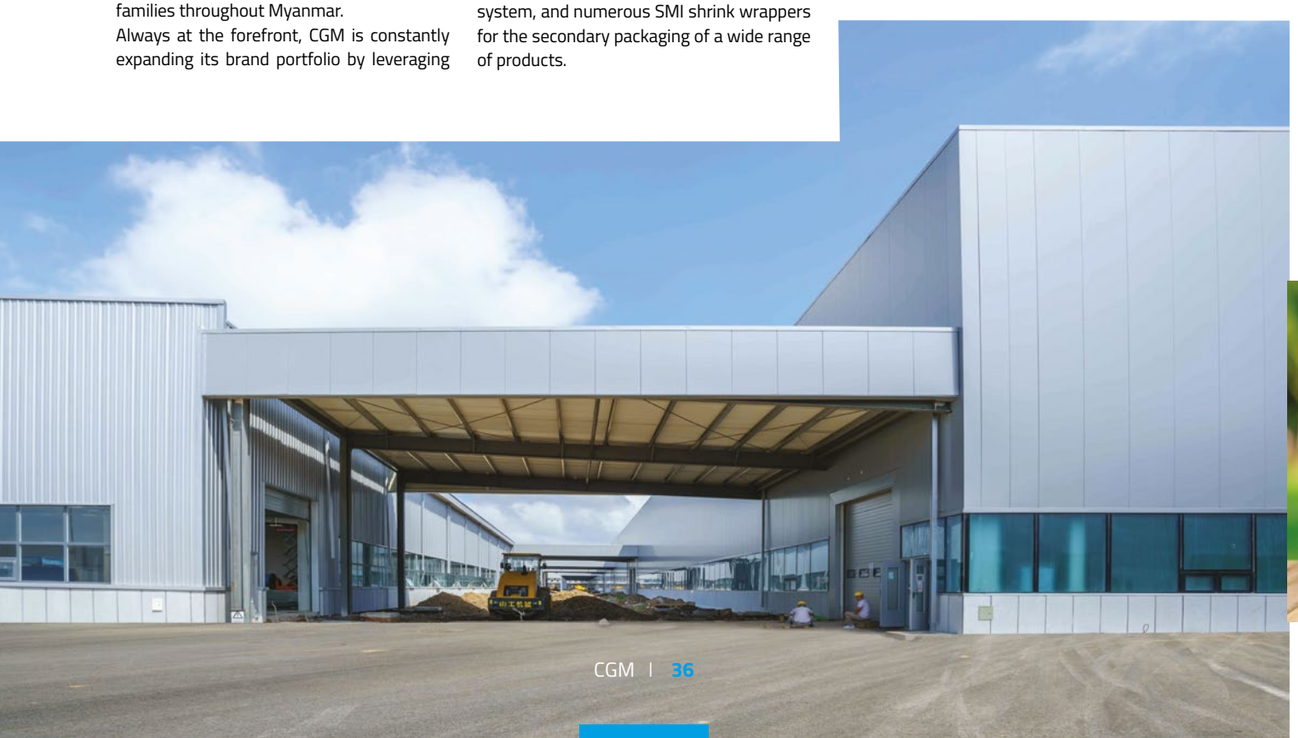
Consumer Goods Myanmar (CGM) is a leading fast-moving consumer goods (FMCG) manufacturing company in Myanmar. Founded in 2012, this industrial company specialises in the production and marketing of a wide range of products: food, beverage, personal care, household cleaning and detergents. These products are distributed throughout the country and are present in over 90% of retail stores.

Founded with the goal of providing accessible and affordable solutions to improve the daily lives of over 55 million Myanmar consumers, while respecting the environment, CGM manufactures all its products to the highest quality standards. Today, thanks to ongoing investments in technological innovation, the company has become a leading force in the industry and has a robust logistics and supply infrastructure capable of reaching families throughout Myanmar.

Always at the forefront, CGM is constantly expanding its brand portfolio by leveraging advanced production systems, such as the SMI 20-cavity stretch-blow moulder, the ENOBERG 60-24 HEVF filling and capping system, and numerous SMI shrink wrappers for the secondary packaging of a wide range of products.



ABOVE: CONSUMER GOODS MYANMAR (CGM) STAFF AT THE SMI BOOTH AT K 2025 IN DÜSSELDORF.



TRUSTED PARTNER FOR GROWTH

Among CGM's most recent investments are the blowing, filling, and capping systems supplied by SMI and ENOBERG, as well as a series of secondary packaging machinery.

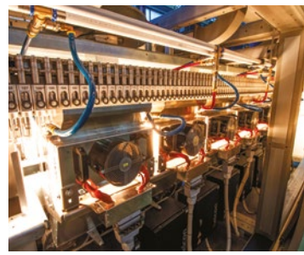
The collaboration between SMI and CGM dates back to 2023, with the installation of the first two CSK 40 P ERGON shrink wrappers at the Kamayut Township (Yangon) plant; these systems package 0.5 L PET bottles in 4x3 and 6x4 formats with flat pads and film, and 1 L PET bottles in 4x3 formats with flat pads and film.

Recently, following the installation of the EBS 20 E ERGON blow moulder in ECOBLOC® with the ENOBERG 60-24 HEVF filler, the management of Consumer Goods Myanmar once again turned to SMI for the supply of two SK 802 P ERGON twin-lane shrink wrappers.

The first is used in the carbonated beverage production line for packaging 0.5 L, 1 L, and 1.5 L PET bottles in various configurations (with flat pad and film or film only, in both single and triple lanes), while the second unit meets the needs of the laundry detergent and air freshener sector, packaging both small PET containers in the 6x4 format (film only and flat pad + film) from the integrated ECOBLOC® 20-60-24 HEVF system and standard containers in the 4x3 format (film only and flat pad + film) in triple lane.











PET PACKAGING
FOR THE LAUNDRY DETERGENT SECTOR

Although CGM is widely known in the food and beverage sector with lines dedicated to instant coffee blends (such as Coffee & Me, Soo Good, and Naung Shay), as well as tea, water and cereals, the Yangon-based company boasts a production division specifically dedicated to personal care, fragrances, and laundry detergents.

The personal and household care market in Myanmar is experiencing significant growth, driven by new strategic decisions by major local players. Against this backdrop, Consumer Goods Myanmar has launched a diversification plan to officially enter the liquid cosmetics and personal and household care segment.

While production in this sector previously focused on traditional solid bars of soap, the portfolio has recently expanded to include liquid detergents, shampoos, body lotions, shower gels, detergents, and fragrances for laundry, packaged in PET bottles.

In Myanmar, PET is by far the preferred choice over glass or HDPE, for small detergent and fragrance bottles.







This material, in addition to allowing attractive and functional customised packaging, is lightweight, shatterproof, and cost-effective for retail distribution channels.

FUNCTIONAL AND ATTRACTIVE CONTAINERS

The design of the 0.12 L and 0.18 L PET micro-containers was reworked by SMI designers.

Starting from the original shape of the bottles supplied by the customer, they added reinforcing ribs along the entire body of the container to combine functionality and aesthetics.

This design increased the container's strength and grip, both of which are crucial in the detergent sector, where wall rigidity is essential to prevent the product from leaking when gripping.

At the same time, top load resistance has been optimised, a key factor in reducing weight and production costs, ensuring the container's structural integrity during filling, capping, storage, and transportation.







THE HOUSEHOLD CARE AND DETERGENTS MARKET IN MYANMAR



The market for household care products and laundry detergents in small PET bottles is booming in Myanmar, driven by urbanisation and the growing preference for concentrated formats.

The strong push for these products requires clean, essential, and eco-friendly designs, where PET packaging is particularly popular for its lightness and practicality.

Furthermore, due to restrictions on plastic resin imports, local manufacturers are focusing on the use of recycled PET (rPET) and optimising domestic recycling plants. In this ever-evolving market, Consumer Goods Myanmar remains agile and responsive, leveraging automated processes and investing in technologies that improve operational efficiency.

Thanks to data analytics and predictive forecasting systems, the Yangon-based company is able to quickly make strategic decisions, to optimise the flow of goods from production to distribution.



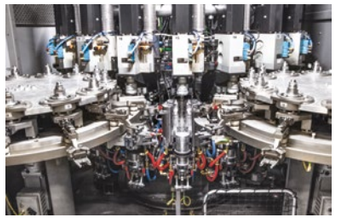
With every product delivered, CGM embodies its mission to enrich people's lives and promote progress.

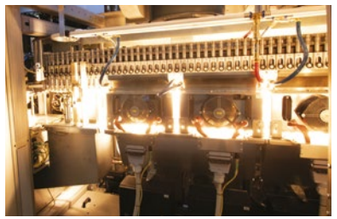


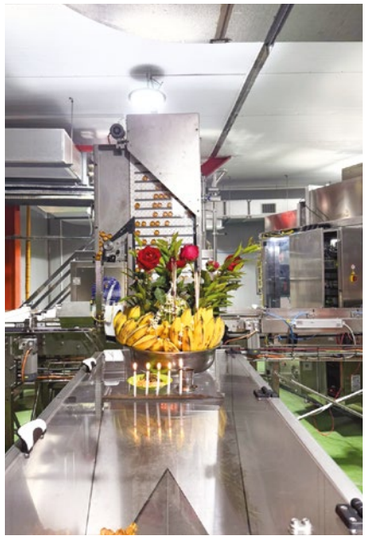


GREEN SOLUTIONS
FOR CGM











CGM continuously invests in cutting-edge technological solutions to optimise the production efficiency of its plants.

With this in mind, during a visit to SMI's headquarters in Italy, the Yangon-based company identified the SMI EBS 20 E ERGON stretch-blow moulder, integrated into ECOBLOC® with the ENOBERG 60-24 HEVF filler, as the ideal solution for its new 48,000 bottle/hour production line for 0.12 L, 0.18 L, and 0.75 L PET containers.

Thanks to this new investment, CGM has implemented its micro-packaging strategy, aiming to offer products at highly competitive and accessible retail prices.

This is made possible by the advanced automation, operational flexibility, and use of cutting-edge technical solutions that characterise SMI's EBS blow moulding machines and ENOBERG's compact Hyper Clean fillers, making the ECOBLOC® solution the ideal choice for bottling detergents and laundry fragrances.

The same system, in fact, allows a wide range of products, both viscous and foamy, to be packaged in PET containers.



FEATURES AND BENEFITS OF THE EBS 20 E ERGON STRETCH-BLOW MOULDING SYSTEM

- 20-molud rotary stretch-blow moulding machine for the production of both 0.12 L and 0.18 L PET micro-bottles and standard 0.75 L bottles for the laundry detergent industry
- Machine equipped with eco-friendly technologies, such as the dual-stage air recovery system
- A single-stage system that ensures significant reductions in energy consumption and related costs
- Extremely versatile preform heating oven for processing different types of PET or rPET preforms
- Compact and flexible machine with technologically advanced performance
- Stretch-blow moulding module equipped with motorised stretching rods, whose electronically controlled operation does not require mechanical cams
- Composite heat-reflecting panels installed in front and behind the lamps to increase the intensity of the heat radiation and, consequently, reduce energy consumption
- Accurate and precise heating profile for each individual preform Preform
- Management and control of each individual mould and, consequently, each cavity
- Rapid format changeover and mold replacement
- Low operating and maintenance costs.

FEATURES AND BENEFITS OF THE 60-24 HEVF FILLING AND CAPPING MODULE

- The HEVF (Hypeclean Electronic Volumetric Filling) model installed at CGM features 60 filling stations with high-precision magnetic flowmeters and 24 capping stations for the application of plastic screw caps with 26/22 hexalite threads.
- Filling stations with automatic dummy bottles for faster product changeovers.
- Compact frame for reduced space on the filling line and reduced transportation costs.
- Walk-in frame, allowing the operator easy access to the filling and capping sections for format changeovers and machine maintenance.
- Complete cleaning of the floor beneath the system base.
- AISI 304 stainless steel frame.
- Machine surface inclined towards the drainage points for improved hygiene.
- High operator accessibility to the various parts of the system in complete safety, resulting in reduced maintenance time and costs.
- Rapid format changeover of the bottle guiding equipment.
- Low energy consumption
- Complete view of the work area thanks to the large protective glass panels
- Solid and robust structure.

FEATURES OF THE EASY-CAP 60 M CAP ORIENTER

The SMI and ENOBERG supply also includes the SMI EASY-CAP series gravitational cap orienter, which picks caps from a hopper and turns them correctly until they reach the integrated ECOBLOC® ERGON system for capping PET bottles.

Main advantages:

- The gravity cap selection system is equipped with special guides to maintain the position of the caps and convey them to the single-row exit channel, positioned at the height from the ground most suitable for the user's needs.
- Very compact structure, made of AISI 304 steel, suitable for any layout solution.
- Smooth and linear operation, transporting only correctly oriented caps.
- System suitable for various types of plastic caps.
- User-friendly operator interface, allowing the operator to easily and efficiently use the machine.
- Conveyor belt equipped with special bars that transport only caps that are correctly positioned and oriented.

INNOVATION AND QUALITY
FOR A SUSTAINABLE FUTURE

Consumer Goods Myanmar's vision is to become the country's most trusted consumer goods manufacturer, distinguished by quality, sustainability, and innovation. The goal is to establish itself as a leading brand by constantly expanding its product portfolio and setting new industry standards. Through customer-focused solutions, the Burmese company is committed to improving the quality of life of its people, promoting responsible practices in the communities where it operates. Its mission focuses on offering everyday products that combine affordability, convenience, and respect for the environment. Through innovation and integrity, Consumer Goods Myanmar responds to real market needs, making a tangible contribution to a sustainable future. This approach includes adopting eco-friendly packaging, reducing transportation waste, and investing in energy-efficient warehouses. By maintaining a green supply chain, the Yangon-based company protects the environment and people's health. Through numerous social projects initiated with local institutions, it promotes health and good environmental practices, improving the collective well-being of the region.



BUILDING AN EFFICIENT SUPPLY CHAIN FOR CONTINUED GROWTH

The foundation of Consumer Goods Myanmar's success is a well-structured supply chain that balances efficiency, resilience, and flexibility; the company's approach to supply chain management includes effective inventory control, demand forecasting, and precise logistics planning.

By sourcing raw materials from reliable suppliers and optimising storage facilities across the country, CGM minimises delays and ensures immediate product availability to meet market demand.

It utilises multi-tier distribution models and collaborates with regional distributors to maintain efficient coverage across the country.

This approach not only improves deliveries but also ensures reach of both urban and remote areas.







MYANMAR, THE LAND OF SMILES

The unique spirit that characterises this land of approximately 55 million people stems from the Buddhist faith, which guides human relationships toward respect for others and inner peace, but also from a culture of hospitality, in which a smile is the first sign of sharing with strangers. This is combined with an extraordinary resilience, which allows the population to maintain a positive attitude. To fully experience this spiritual and community atmosphere, a visit to the Shwedagon Pagoda in Yangon remains one of the most renowned stops; it is the most sacred Buddhist temple for the Burmese, an extremely evocative and silent place of worship, where the faithful pray, socialie, and celebrate life. There are also other fascinating opportunities to discover Myanmar, such as sitting atop one of the tallest pagodas in Bagan to admire the sunrise and breathe in the surrounding peace, or visiting a monastery in Mandalay, home to approximately a thousand monks. And then there are the images of everyday life: fishermen on the lake, smiling rice weeders in the rice paddies, farmers in the fields, buffalo cooling off in the rivers, and children in small villages. It's precisely this that fills the heart and makes us understand how sometimes it takes very little to smile and be happy, even when you have nothing but a plot of land to cultivate and the only certainty is that tomorrow, the sun will rise again.

MYANMAR'S WELCOMING SPIRIT IS THE NATION'S TRUE HALLMARK, JUSTIFYING ITS ICONIC NICKNAME, "LAND OF SMILES"

















