

## BEVERAGES SECTOR

**Sas Brasserie Milles**  
Toulouges, France

Shrinkwrapper  
SMIFLEXI LSK 35 T



## GEO LOCATION



# SSERIE LES



In the beverage sector, the division in which global competition is most pronounced is that of carbonated soft drinks. In 2010, the consumption of non-alcoholic beverages on a global level reached 229 billion litres, equal to a 2% growth on the previous year. The product category that outweighs all the others is that of the carbonated soft drinks (over 81% of the total).

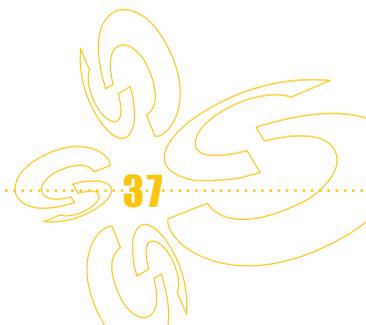
In the context of non-alcoholic beverages, the CSD segment was the first that, historically, adopted a production system on an industrial basis. The first soft, carbonated and flavored drinks date back to the end of the 19th century when the first bottled soda pops and fizzy drinks made their appearance in different European countries while in the US the first dark cola drinks were born. Since then the carbonated soft drink bottling industry grew enormously even if in recent years consumption on more developed markets has entered a stage of "maturity" while consumption in emerging countries continues to grow at high rates.

All this explains why today carbonated beverages continue to represent worldwide the first category of products in the "non-alcoholic drinking" sector (Source: Beverages Market Dossier - Simej 2011).

It is in the scenario described above where the major carbonated beverages producers are rushing to diversify their production. The long experience of large companies in this sector, such as Brasserie Milles in France, can make available to the market a wide variety of beverages with many different flavors. In fact, consumers are increasingly looking for products with new flavors, with an "innovative packaging" and a "strong personality". Brasserie Milles' success is based on its considerable entrepreneurial skills, which allow the company today to offer a wide range of brands of soft drinks and beers with a single point in common: the quality of the product!

Needless to say, when it comes to quality we are also speaking of the need for continued investment in latest generation technology capable of offering the market a product bottled and packaged in the most appropriate manner according to the marketing needs of each manufacturer. For this reason the French company has recently entrusted itself to the expertise of SMI for the secondary packaging process of its plants, by purchasing a Smiflexi shrinkwrapper from the LSK series.

NGINA



# BUSINESS FLEXIBILITY

## SERVING THE MAJOR BRANDS IN THE CSD SECTOR

**T**he Brasserie Milles plant in Toulouges produces every year several million liters of soft drinks; although the "Limonette" beverage represents the largest share of the aforesaid volume, the drinks bottled for the Orangina and Pepsi-Cola brands are just as important for the industrial activities of the French company.

Brasserie Milles owns several bottling lines dedicated to the production and packaging of a wide variety of products, each of which is bottled in glass or PET containers and then packaged in different pack collations. This production system requires flexible, versatile, agile and innovative corporate organization, able to respond promptly both to in-house needs and those of changing customers.

The use of latest generation processing technologies is a mandatory priority for Brasserie Milles that has given a central role to innovation in its development & growth strategy, whose ultimate goal is total quality

of the product sold. The continued dedication to this strategic objective has enabled the French company to obtain major awards from leading multinational corporations in the CSD sector, such as Orangina and Pepsi, which turned to Brasserie Milles for the bottling and packaging of their products.

To meet the expectations of many customers, the French company has relied on SMI's service and technology that for years has been working with Brasserie Milles for the supply of automatic packaging machines. The aforementioned collaboration includes the recent installation of a Smiflexi shrinkwrapper model LSK 35T that packages the Orangina glass bottles in just film or tray+film, either loose or already packed in special pre-formed trays; the latter contain 0.75 liter bottles placed both in a standard way and upside down, wedged into one

another. The same Smiflexi machine also manufactures 0.33 liter glass bottles in the 6x4 tray+film collation and 1 liter bottles in the 4x3 tray+film collation.



## The packaging technology at the service of a heterogeneous market

The bottling plant of Toulouges is Brasserie Milles' real "jewel", especially because this is where the company's great development all began and this is where quality products are born, the ones that consumers around the world can easily find on the market. Thanks to technologically advanced machinery and fully automated production lines, Brasserie Milles is able to produce and package a large number of different beverages in its plants according to brand, taste, container, collation and type of packaging. Flexibility and versatility of the production system are the key factors that led the French company to acquire and retain important customers such as the Orangina and Pepsi-Cola International brands, for which it bottles and distributes products all over France with a fleet of 36 vehicles. In addition, Brasserie Milles is also a privileged partner of the largest retail chain stores such as Auchan, Leclerc, Intermarché, Casino, Continent, Métro and Promocash where you can find the full range of beverages and soft drinks produced by the French company.



# BRASSERIE MILLES

## QUALITY ABOVE ALL

It all began in 1928 in the French town of Perpignan, in Rue Carlettes, when the then soft drinks provider Joseph Milles decided to "set up his own business" and opened a firm in a 400 m<sup>2</sup> warehouse. With the help of his two sons Henri and Albert, Joseph Milles rushed into the production and marketing of lemonade with the "Limonette" brand, soft drinks and soda water. Soon the product portfolio distributed by the young Brasserie Milles Sas was enriched with the Slavia beer,

manufactured by Brasserie de la Comete (today Heineken). The turnover of the small business began to grow rapidly, becoming a reference point for beverage wholesalers of the region since they could find beer and drinks of various kinds at Brasserie Milles. In 1950 Brasserie Milles also became the first French Orangina dealer and bottler for the area of the Eastern Pyrenees and neighboring regions. This popular soft drink made from orange, tangerine, lemon and grapes was invented in the early 30s of the twentieth century by the Spanish chemist Trigo, but became popular thanks to Léon Breton, a French-Algerian who began producing it at an industrial level in Algeria a few years later; the Orangina plants were then transferred to France in 1962. The spread of this drink in the whole of France

was made possible thanks to the partnership with Brasserie Milles that distributed it to the French and Catalan wholesalers from its own production facilities in Perpignan. Also, in the 50s, the even more well-known Coca-Cola began to conquer the French market, where it was originally produced and distributed by Brasserie Milles as concessionaire of the American manufacturer for the Eastern Pyrenees region.



## The strong link with the territory

Brasserie Milles is strongly rooted in its environment and participates actively in the cultural and sporting life of the Perpignan and Toulouges region. Among others, the company has been chosen as the official supplier of many local sporting events such as tennis or rugby championships.



The production unit of Perpignan soon became too small to meet the demands of all its customers and therefore in 1970 the French company moved its production facilities to Toulouges, in a new industrial area of 10,000 m<sup>2</sup>. In later years Brasserie Milles expanded rapidly, and significantly broadened its product offerings becoming in 1996 the Orangina bottler for Spain, and the sole distributor of this drink for the Balearic Islands and also, since 1998, distributor of the Cruzcampo beer (Guinness Group) in southern France.

Today Brasserie Milles Sas is a modern company with 60 employees with a turnover of about 19 million Euros per year and that also offers, in addition to soft drinks and beer, a large portfolio of wines, spirits and coffee.



The popular “Orangina” carbonated beverage was invented at the beginning of the 30s

