

# WHAT'S HAPPENING IN SAUDI ARABIA?

## BOTTLED WATER CONSUMPTION

**I**t's official. The latest market surveys conducted by The Canadean Group research institute attest that the greatest development of mineral water consumption in the coming years will involve Saudi Arabia. With the growth in bottled beverage consumption, more and more companies are investing in new technologies to increase their maximum output and be ready to face this rapidly changing market. An example of the aforesaid development process is the

Abyoun Water and Deem Water Factory companies that turned to SMI for the supply of new primary and secondary packaging machines. In the Middle East, Saudi Arabia rates first among countries that consume bottled mineral water, ahead of Mexico and Italy. Although carbonated soft drinks are still the most popular, this country's increase in mineral water consumption is mainly due to two factors: the greater awareness of the alarming incidence of obesity that plagues the Saudi population and the knowledge that mineral water is not only calorie-free but also the most refreshing among carbonated beverages. Furthermore, in many cases tap water is not potable and therefore bottled water becomes a forced choice.

# ALOYOUN WATER

➤ **SECTOR: WATER**  
ALOYOUN WATER FACTORY  
Jeddah, Saudi Arabia  
[www.aloyoun.com.sa/indexeng.html](http://www.aloyoun.com.sa/indexeng.html)

- EBS 14 ERGON / SR 10 / SR 12 / SR 10 stretch-blow moulders
- LSK 35 F / WP 350 Packers / HA 35 Handle applicator
- Conveyors



GEO LOCATION



## TO EACH HIS/HER OWN PACK COLLATION

**A**loyoun Water Factory sells its water in various practical collations:

- the smaller 300 ml bottles are the perfect size for children, because they easily fit inside their school bags or lunch boxes;
- the 600 ml bottle is extremely versatile and suitable for a number of situations: it

is perfect for people who work in offices, are ideal to keep in your car, on a meeting table or at home during meals;

- do not forget that thanks to the slim design of the 1,500 ml bottle, it occupies very little space and fits perfectly between the refrigerator's shelves;
- the 2 L and 3 L bottles are inseparable companions for hiking and picnics;



- finally, the 5 L (gallon) bottle is a must for campers or group outings, a size that is also suitable for fresh water dispensers at home, work or school.




**THE HUMAN BODY AND MINERAL SALTS** - OUR BODY HAS A DAILY NEED OF: 1.2 GRAMS OF PHOSPHORUS, 0.8 GRAMS OF CALCIUM AND 0.3 GRAMS OF MAGNESIUM. THE NEED FOR CALCIUM IS GREATER IN CHILDREN, PREGNANT WOMEN AND PEOPLE OVER FIFTY. THE ALOYOUN WATER CONTAINS ALL THE SALTS AND MINERALS NECESSARY TO THE WELL-BEING OF OUR BODY, RECOMMENDED BY ASSOCIATIONS WORLDWIDE.



### ALOYOUN WATER FACTORY

 **Year founded:** 1994

 **Offices and production plant:** these occupy approximately 20,000 m<sup>2</sup>

 **Branch offices and distribution points:** located in various regions of Saudi Arabia.

 **Employees:** 400

- **High quality standards:** adopted on a daily basis by the company to offer quality products and services.
- **Pure and healthy products:** proposed in various types of packaging, thanks to the use of sophisticated machines and systems and cutting-edge technologies.



#### HOW DO YOU READ THE SIGNS OUR BODY SENDS WHEN IT NEEDS WATER?

AS SOON AS OUR BODY LOSES BETWEEN 1 AND 2% OF ITS WATER CONTENT, IT SENDS A SIGNAL THAT MAKES US FEEL THIRSTY. WE USE THIRST AS A GUIDE TO KNOW HOW MUCH WATER WE NEED TO DRINK ... AND THIS IS DEFINITELY A GREAT WAY TO HYDRATE OURSELVES PROPERLY, DAY AFTER DAY.

# TECHNOLOGIES THAT ARE FRIENDS WITH HEALTH AND WELL-BEING

## → SMI SOLUTIONS FOR ALOYOUN WATER



Since the Aloyoun Water company pays special attention to consumers' health and well-being, this is why it uses the best production technologies available on the market within its facility. It also adopts the best health standards to ensure water of excellent quality, among the best on the market, containing a perfect balance of minerals and salts, essential for everyone's health and well-being. This is why Aloyoun Water uses only cutting-edge machines as well as advanced bottling and packaging systems

within its Jeddah facilities, for the production and packaging of mineral water in various bottle sizes. In order to easily and quickly switch from one format to another, the Saudi company needs flexible machines which are easy to use by any line operator. These are the main reasons that led Aloyoun Water to choose the SMI-manufactured primary and secondary packaging machines.



### → EBS 14 ERGON / SR 10 / SR 12 / SR 10 ROTARY STRETCH-BLOW MOULDERS

Production of 0.33 L / 0.6 L / 1.5 L PET bottles.

**Advantages:** machines equipped with compressed air recovery system, additional air conditioner and anti-condensation system. SMI's solutions for the stretch-blow moulding of PET containers envisage eco-friendly technologies which are, therefore, not harmful to the environment. The air recovery system features a significant reduction of energy consumption and savings of up to 40% in compressed air consumption.

### → LSK 35 F SHRINKWRAPPER

This machine packages 0.33 L / 0.6 L / 1.5 L PET bottles in film only.

**Packages made:** 4x3 collation for the 0.33 L and 0.6 L bottles; 5x4 collation for the 0.33 L bottles and 3x2 collation for the 1.5 L bottles.

**Advantages:** this compact machine is suited to meet quite a few packaging requirements and allows the operator to simply and quickly manage work programs and scheduled maintenance.

### → WP 350 WRAP-AROUND CASE PACKER

This machine packages 0.33 L / 0.6 L / 1.5 L PET bottles in completely closed boxes.

**Packages made:** 3x6 collation for the 1.5 L bottles; 4x7 and 4x6 collations for the 0.6 L bottles; 5x8 collation for the 0.33 L bottles.

**Advantages:** this wrap-around sealing system guarantees a smooth, continuous motion packaging process and the grouping of products in a continuous cycle, resulting in a final package protected from shock or impact.

### → CONVEYORS

Conveyor belts for the handling of empty, loose and packaged bottles.

**Advantages:** systems installed by SMI for the handling of containers and products within the Aloyoun bottling line assure high production efficiency standards. The handling process must be smooth and constant, while ensuring maximum flexibility to be able to manage sudden changes in flow due to unforeseen situations in the running of the individual machines.

## A BOOMING MARKET

**I**n Saudi Arabia, the growth of the food and drink market, combined with the strong population growth (about 3% per year), cannot but incentivize the development of the local industry, resulting in a substantial increase in imports of bottling machines. Likewise, the packaging industry is also growing, a sector that takes priority over others according to the National Industrial Clusters Development Program (NICDP), an institution recently established by the Ministry of Industry, in charge of promoting the development of infrastructures and creating industrial clusters. In response to these market trends, companies such as Aloyoun Water Factory are investing heavily in the beverage sector. The company produces and sells a wide range of products and successfully satisfies the daily needs of millions of consumers. In fact, at any time of the day, when it gets too hot, when temperatures are too high, or when the body gets dehydrated and needs to integrate minerals ... the Aloyoun water plays a fundamental role in everyone's diet.