

PASCUAL - ARDEN'S GARDEN
KULEN SPRINGS CO - ASEVI

smid now

Magazine 2023/26

LECHE PASCUAL

THE CONTRIBUTION
TO ENVIRONMENTAL
SUSTAINABILITY

*Doing the
best for
the earth*

BIG BOTTLES, BIG SAVINGS

ECO-SUSTAINABLE
CONTAINERS
FOR LARGE
PRODUCTIONS



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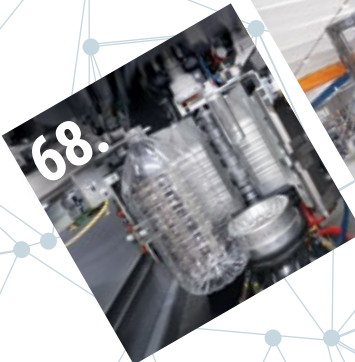
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EDITORIAL 2023/26

The future of packaging
is in recycling

Nature plays an increasingly important part of our everyday life and influences the activities of companies and firms, that within the “packaging” sector”, are always looking into packaging solutions that are increasingly sustainable and recyclable. Some examples of such solutions are highlighted in the “case histories” of this issue of SMI NOW, to which we must add the growing interest of producers in the “food & beverages” sector, towards the use of containers equipped with “tethered caps”, or anchored caps, which have the considerable advantage of making sure that the cap is attached to the bottle during the disposal and recycling. From 2024, this innovative solution will become the norm for European consumers, as the EU Directive

2019/904, will come into force.

The use of rPET in the production of plastic bottles for food and beverages, has also become increasingly frequent, as well as the use of latest generation technical solutions in the production of packaging machines, and plants that save energy and reduce the environmental impact of industrial activity.

SMI, aware that the “packaging” of the future, is one that incorporates the concept of “Recycle - Regenerate - Reuse”, offers a wide range of machinery, capable of producing 100% recyclable, sustainable and customisable containers and packaging, with particular attention to safety, hygiene and quality of the processes that these plants are required to manage.

An example of this is the ECOBLOC® ERGON, with its integrated stretch-blow moulding, filling and capping systems, which represent the ideal solution for the efficient and eco-sustainable bottling of a wide range of liquids. In this issue of SMI NOW, we also talk about the new EBS KL HC range of blow moulding machines, designed for the production of large-capacity PET containers and the latest developments in secondary packaging. Enjoy your reading.

Paolo Nava, President & CEO, SMI S.p.A.



sminow | magazine

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Available in: Italian, English, Spanish,
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Pascual - Arden's Garden
Kulen Springs Co - Asevi
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➤ **SECTOR: MILK AND DAIRY PRODUCTS**

PASCUAL

Production plant in Gurb (Barcelona), Spain

www.calidadpascual.com

➤ **CM 800 FP Combined packer**



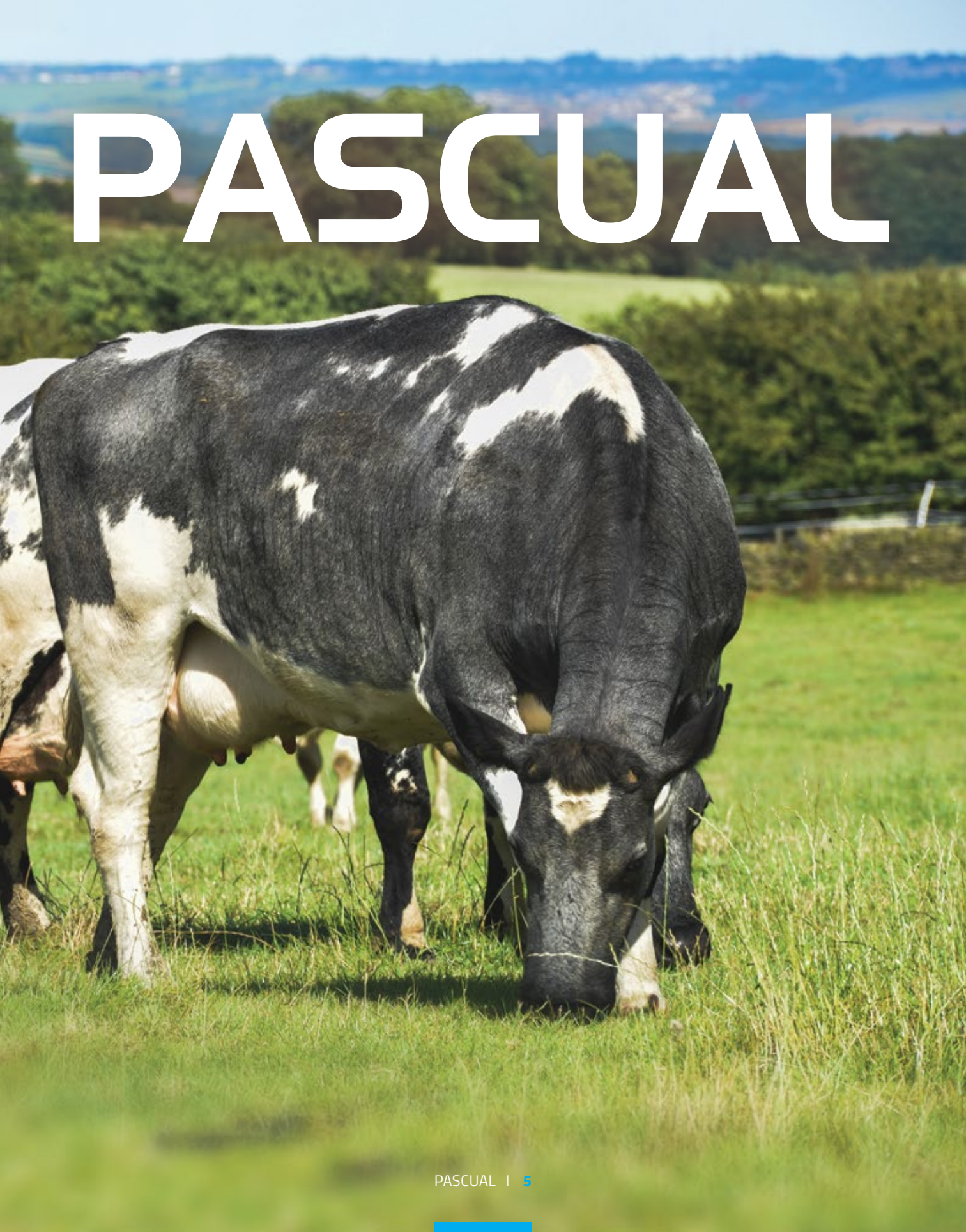
VIDEO



GEO LOCATION

IS THIS THE BEST WE CAN DO?

“DOING THE BEST” IS THE AIM AT THE CORE OF PASCUAL’S PAST, PRESENT AND FUTURE ACTIVITY; IT MEANS ASKING YOURSELF IF EVERYTHING POSSIBLE HAS BEEN DONE, OR IF THERE IS STILL ROOM FOR IMPROVEMENT AND THE SPANISH COMPANY HAS BEEN DOING THIS, EVERY DAY FOR 50 YEARS, BECAUSE DOUBTING YOURSELF IS THE BEST WAY TO GROW, INNOVATE AND LOOK AHEAD, TOWARDS A BETTER AND INCREASINGLY SUSTAINABLE WORLD. THE ATTENTION TO THE WELL-BEING OF THE PLANET PUSHES PASCUAL TO CONTINUOUS INNOVATION AND THE USE OF INCREASINGLY SUSTAINABLE SOLUTIONS WITHIN ITS PRODUCTION PLANTS, WHICH ARE EQUIPPED WITH THE LATEST GENERATION MACHINERY, SUCH AS THE SMI COMBINED PACKAGING MACHINE OF THE CM FP RANGE.



PASCUAL



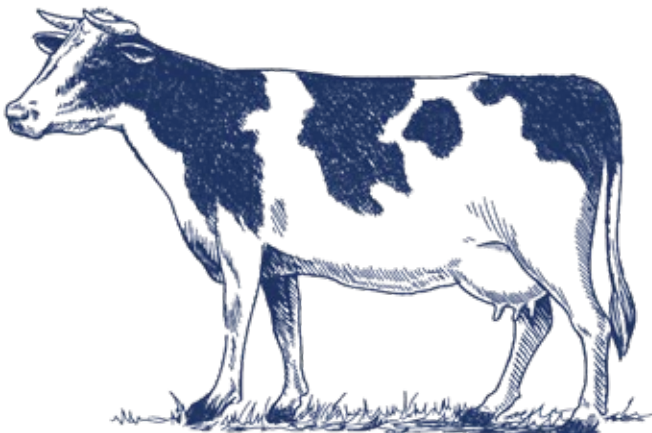
DOING THE BEST FOR THE EARTH

EVERYTHING COMES FROM THE EARTH AND EVERYTHING IS DONE FOR THE GOOD OF THE EARTH!

In Aranda de Duero, in the Spanish province of Burgos, everything revolves around the concepts of environment, culture, tradition and well-being. In the heart of this fascinating territory of northern Spain, lies the headquarters of the Pascual company, a reference point in the food sector, which within the concept of "Doing the best" contains all its history, made of passion, tradition, quality and innovation. From 1969 to today, after more than 50 years of activity, the company continues to differentiate itself for well-being at 360 °, because "doing the best" for the

environment, man and animals, becomes an act of love and responsibility towards the planet. The first Spanish company in the sector to bottle milk in cardboard briks, since 1973, Pascual has revolutionised the way we have breakfast and has grown by always being at the table with consumers, to offer them the best. Even if in the meantime, it has become an international reality, over the years the company has maintained the passion and tradition of the family business that it has always had. Pascual continuously bets on the future to offer consumers quality products, adopting responsible choices from the selection of raw materials,

to the continual investments in the use of sustainable "packaging" solutions. For the packaging processes within its production lines, in Spain and around the world, Pascual has been collaborating with SMI for years. An example of such a partnership, is represented by the recent supply of a combined packaging machine from the CM 800 FP range, installed at the Gurb plant (Barcelona), for the packaging of Pascual milk bottles, in wrap-around cardboard boxes and in tray + film and film only formats, with the use of 100% recycled shrink film.



GOOD FEED



GOOD HEALTH



GOOD HOUSING



APPROPRIATE BEHAVIOUR



➤ AENOR CERTIFICATION: ANIMAL WELFARE MAKES A DIFFERENCE

Pascual is the first and only major Spanish, industrial company to have obtained the AENOR quality certificate in all its milk production companies in 2018; the latter, distributed throughout the national territory, have been accredited as meeting the requirements of the AENOR model, which refers to the criteria of the European Welfare Quality, the highest European standard for assessing the welfare of animals and dairy cattle farms. The basic principles for obtaining certification consider good nutrition, a welcoming place to live, good health and behavior, appropriate to the needs of the species. Looking at the welfare of cows on farms, is an issue that already worried Pascual in the 90s; thanks to the work carried out since then, in close contact with farmers, the Spanish company has managed to obtain certification for the farms that supply milk, and the 90,000 cows that live there, strictly respecting the parameters set for Animal Welfare.



YESTERDAY, TODAY AND TOMORROW: WHEN THE CONSUMER IS THE RAISON D'ÊTRE OF A COMPANY

The result of the entrepreneurial and innovative vision of Don Tomás Pascual Sanz, Leche Pascual, was founded in 1969 in Aranda de Duero, near Burgos. Year after year the company has stood out for its innovative choices that make it a pioneer in various sectors: in 1973 it was the first Spanish company to market long-life milk, thanks to the ultra-pasteurisation process and the first brand to introduce cardboard brik "packaging" in Spain. While

in 1980, it was the first to introduce skimmed and semi-skimmed milk on the national market. The following years are characterised by a process of product diversification, which leads the company to expand into other sectors. With the purchase of the Bezoya, Agua de Cardó and Zambra springs, the Pascual group enters the mineral water market, with the launch of the Zumosol brand, it becomes a leader in the juice market and with Bifrutas it creates a new category of functional

foods. Another milestone of the company's innovation, is represented by the launch of the ultra-pasteurised liquid egg. In 2002, Pascual introduced a line of plant-based drinks to the Spanish market and in 2005, it pioneered again with the launch of the first aseptic, plastic PET bottle for the packaging of milk. Since 1994, Pascual's international expansion began (now present in over 50 countries), mainly focused on the export of pasteurised yoghurts and long-life desserts. This expansion has been further



enhanced in recent years, thanks to the fact that the Spanish company has started direct production abroad through strategic partners in numerous countries. 2006, with the death of founder Tomás Pascual Sanz, saw the first generational change within the company, with the presidency being taken over by his eldest son Tomás Pascual Gómez-Cuétara.



PASCUAL IN NUMBERS



697: € millions invoiced in 2021



2296: number of employees in 2021



70,000: places of sale



+50: number of countries where it can be found



7: number of plants in Spain, of which:

- 2 in Aranda de Duero and Burgos: multi product plants
- 2 in Ortigosa del Monte (Segovia) and Trescasas (Segovia) for the bottling of Bezoya natural mineral water
- 1 in Pamplona (Navarra) for coffee
- 1 in Gurb (Barcellona) for production and bottling of milk and dairy products
- 1 in Madrid (Iberica Lactofresh plant)
- 26 trade delegations distributed throughout Spain. The Pascual headquarters are located in the Manóteras offices (Madrid).



CONTRIBUTION TO THE QUALITY OF LIFE

The inspiring principle of all Pascual's activity revolves around the concept of quality of life, understood as a commitment to give the best and to excel in the daily search for well-being. The fundamental pillars of the company can be summarised in:

- Healthy products and habits: the products offered contribute to the well-being, health and nutrition of human beings.
- Quality work and social development: commitment to improving the work of employees and ensuring a positive impact on the community.
- Sustainable activities and circular economy: strategies to reduce environmental impact and promote circular economy.



THE CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY

Pascual has taken a further step forward, in its environmental sustainability goals, becoming the first company in Castilla y León (and the first dairy company in Spain) to register, in 2020, its direct and indirect emissions (only 12% of companies do so) of CO₂ at the Spanish Office for Climate Change (OECC).

With the measurement of indirect emissions, deriving from the transport and logistics of raw materials and the displacement of employees, this industrial reality takes another step towards protecting the well-being of the planet and demonstrates leadership in the sector with regard to sustainability, anticipating what is required by public institutions.

Pascual will further improve the recyclability and sustainability of containers, of all its brands, by using the new “anchored” cap; The latter, in fact, in addition to being made with a recyclable material such as sugar cane, is inseparable from the container on which it is applied, in order to avoid its dispersion in the environment and facilitate its recycling.

This innovation will initially be implemented on the containers of the classic range, which includes whole, semi-skimmed and

skimmed milk, and will then be gradually extended to the products of the Bezoya, Bifrutas, Vivesoy and Essential brands.

The Spanish company thus begins its adaptation to the EU Directive 2019/904, approved in June 2019, by the European Parliament and in force from July 2024, which aims to promote circular economy and reduce the use of single-use plastic.

Pascual therefore, adapts in advance to a legislative novelty that represents a real challenge for the “packaging” industry, since the aforementioned directive also establishes that plastic bottles and briks must contain at least 25% recycled plastic (a parameter that some brands such as Bezoya already reach, 100%).

A further step forward in the field of sustainability, and in the application of the concept of circularity was made with the use of 100% recycled shrink film, used for the packaging of Pascual milk bottles, in tray + film and film only, made by the SMI combined packaging machine installed at the Gurb plant (Barcelona)

Pascual has given plastic a second life and, thanks to the use of this recycled resource, rather than virgin, has been able to reduce the carbon footprint of the raw material.





THE QUALITY THAT COMES FROM NATURE

Pascual has a very close link with the surrounding area of Aranda de Duero, where the company is based.

The town of Aranda, located on the largest basin of the Douro River, is known for its historical monuments (among the main attractions there are, the Conchuela Bridge, the Church of Santa Maria la Real and the Church of San Juan) and the excellent cuisine, a common element of this region where agricultural products such as legumes cured meats, game and many

others predominate.

Suckling lamb cooked in a wood oven, marinated trout or cod stew are just some of the typical second courses.

Burgos, for five long centuries the capital of the unified kingdom of Castilla y León, boasts one of the masterpieces of Spanish Gothic, the magnificent Cathedral, declared a World Heritage Site.

The territory of the Ribera del Duero, an area of vine cultivation for the production of DOC wine, is surprising with its presence of historical

places, characterised by Gothic buildings, houses with coffered ceilings in Renaissance style, and interesting wine cellars.

Due to its privileged location, the entire province of Burgos is full of interesting routes, first of all the Camino de Santiago; a very famous pilgrimage route (declared a World Heritage Site by UNESCO) that, during the journey by foot, taking hundreds of kilometres, to reach Santiago de Compostela, leads you to discover churches, convents, hermitages and to get to know different Spanish regions (including that of Castile and León).



A GOAL FOR MANY PRODUCTS

THE CONCEPT OF “DOING THE BEST” EXTENDS TO ALL THE PRODUCTS OF THE PASCUAL GROUP, WHICH THEREFORE, BECOME VEHICLES FOR PROMOTING CORPORATE VALUES, SUCH AS QUALITY, PASSION, CLOSENESS, INTEGRITY AND INNOVATION. THE LATTER ARE MASTERFULLY INTEGRATED INTO ALL THE PRODUCTION PROCESSES, ALWAYS PUTTING PEOPLE FIRST, AND STRENGTHENING THE COMMITMENT TO THE COMMUNITY AND THE TERRITORY IN WHICH THE COMPANY OPERATES.

LECHE PASCUAL: a wide range of products, which include classic milk (whole, semi-skimmed and skimmed), its functional variants, such as Leche Pascual Calcio or Leche Pascual Salud and products such as smoothies, yogurt, creams and butters..

BEZOYA: since 1974, Pascual has bottled the water of the Bezoya springs (Segovia), a product with very low mineralisation, in bottles made with 100% recycled plastic. In addition, the Bezoya water production plant pays the utmost attention to biodiversity, using sustainable "packaging" solutions and applying "zero waste" strategy.

BIFRUTAS: the Spanish company has been ahead of its time, by creating an innovative product like Bifrutas, which, since 1997, mixes the best of fruit and milk and is always looking for new nutritious and natural mixes, packaged in bio-based Tetra Brik, with 75% of the material coming from renewable sources and vegetable thorn.

VIVESOY: since 2002, with the launch of the Vivesoy brand, Pascual has been producing 100%, healthy, vegetable drinks as an alternative to milk, made with seeds coming exclusively from crops located in Spain, with the aim of promoting the local economy and minimising environmental impact.

CAFFE' MOCAV: in 2010 the company incorporated the Mocav coffee brand,



to bring the best coffee to over 100,000 bars and restaurants and offer the end consumer 100% compostable capsules and ready-to-drink coffee cups (RTDs).

ESSENTIAL: the new Pascual Essential brand, launched in 2021, offers a wide range of natural, healthy and high nutritional quality fruit juices available in different formats, such as brik, PET, glass or Bag-in-Box, highly requested by the Horeca sector.

PASCUAL PROFESIONAL: the exclusive brand aimed at the hotel sector, focused

on providing complete solutions to the hotelier: ad hoc products for this sector, value-added services and customized solutions that respect the environment.

CAFÉ JURADO: the last acquisition dates back to September 2022. With the acquisition of Café Jurado, a leading coffee company in the Levante region, Pascual strengthens its presence in the retail sector, as 30% of Jurado's turnover comes from this sector.



PASCUAL DAIRY PRODUCTS



BEZOYA



BIFRUTAS



VIVESOY



YOGURTS AND DESSERTS



MOCAV

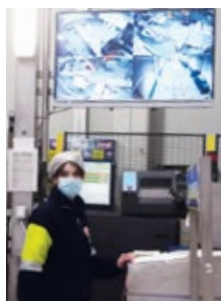


DIVERSIA AND OTHER



EGG PRODUCTS

SMI SOLUTIONS FOR PASCUAL



Pascual means history, tradition, culture and sustainable development. This Spanish company is the testimony of the strength of passion and energy put in place for the well-being of the earth, animals and man. From these synergies, unique and quality products are produced, that are packaged by the packaging machines supplied by SMI, because "doing the best" also means pursuing continuous improvement in the solutions offered to consumers: new products, new taste combinations, new packaging solutions, new packaging. Pascual has been collaborating with SMI for years, for the packaging process of the production lines of Aranda de Duero (Burgos) and Gurb (Barcelona), as well as some plants abroad (such as that of San Juan del Rio in Mexico, where 6 SMI packaging machines are installed). At the Aranda de Duero plant (Burgos) there are currently four packaging machines supplied by SMI for secondary packaging, in particular two combined machines of the CM range, a shrink wrapper of the SK range and a packaging machine of the MP range for packaging 0.15 L, 0.2 L, 0.25 L and 0.5 L containers in 2x2, 1x2 and 1x3 clusters. At the Gurb plant (Barcelona), the third combined, SMI packaging machine of the CM range, was recently supplied to Pascual, this is used for packaging 1.5 L milk bottles in wrap-around cardboard boxes (in 2x2 and 2x4 formats) and in 3x2 film-only bundles.



➤ **PLANT IN GURB (BARCELONA)**

- CM FP 800 combined packer
- conveyors

➤ **PLANT IN ARANDA DE DUERO (BURGOS)**

- n° 2 CM 600 combined packers
- conveyors
- MP 300 cardboard sleeve packer
- SK 450 T packer

➤ **PLANT IN SAN JUAN DEL RIO (MESSICO)**

- LSK 30 T shrink wrapper + conveyors
- cardboard sleeve packer
- n° 3 tray packers
- n° 1 packer for tray+film



THE IDEAL SOLUTION FOR EVERY KIND OF PACKAGING

The decision to install a combined packaging machine of the CM range, stems from the need to have a flexible machine able to meet the needs of a constantly evolving food market, which forces companies in the sector, to adopt increasingly dynamic, competitive and flexible production processes.

To cope with this situation, it is necessary to have flexible systems that adapt quickly to new products to be processed and new packages to be made.

To effectively manage a wide range of different packaging solutions, it is no longer necessary to invest in the purchase of multiple packaging machines, (one bespoke for each type of package), as all SMI models of the CM range are designed to guarantee high levels of flexibility and versatility to the user.

With the installation of just one single packaging machine, high-quality packaging can be produced in film only, tray + film, pad + film, tray only and cardboard boxes completely or partially closed. When the processing program involves packaging



in tray or wrap-around boxes only, the oven and the film wrapping system are automatically deactivated by the machine control system.

The CM range "does its best" in packaging plants characterised by frequent changes of product or format.





PRODUCTION PLANT IN GURB (BARCELONA)

➤ CM FP 800 COMBINED PACKER

Containers worked: 1.5L milk bottles in PET

Packs created: wrap-around boxes in 2x2 and 2x4 and 3x2 packs in film only

➤ ADVANTAGES OF SMI SOLUTIONS

- The frequent changes in consumer habits and preference, impose new competitive challenges and a great ability to adapt, on the "food & beverage" industry, both with regard to the range of products to be offered and the "packaging"
- The CM is a versatile machine, able to switch quickly and easily from one type of production to another, and is the most suitable answer to intercept every new market demand, which also allows Pascual to manage the production process in an efficient, flexible and economical way
- The functions of a wrap-around case packer, a tray and a shrink wrapper to process packages in film only, tray with or without film and wrap-around boxes are grouped together in a single machine
- Possibility to pack a wide variety of containers at a maximum speed of 80 packs / minute
- System equipped with a heat tunnel with metal chain, which ensures a better splicing of the film below the package
- The tray+ film and film only formats are made with the use of 100% recycled shrink film; it is an advantageous and eco-sustainable solution, which allows Pascual to give a second life to plastic and reduce the carbon footprint of the raw material
- The CM range is particularly suitable for bottling lines with frequent "changes" from one product to another or from one format to another, and to easily adapt to the future needs dictated by the marketing strategies of "food & beverages" producers
- Great value for money
- High level of performance and reliability.

➤ **SECTOR: JUICES**

ARDEN'S GARDEN

Atlanta, GA, USA

www.ardensgarden.com

➤ **ASW 50 F ERGON packer**



GEO LOCATION



ARDEN'S GARDEN

GOOD HEALTH TO ALL!



Man is what he eats. For this reason it is essential to eat healthy and well, because food reflects on people's emotions and happiness and because only by eating fresh, natural and genuine products you will feel better both physically and mentally. Everything that grows on a tree or comes out of the ground is vital for our body: lots

of water, few calories, lots of water-soluble vitamins, unrefined sugars and mineral salts; Fresh fruit and vegetables are a real panacea for our body, because they are filling foods, rich in fiber, vitamins and nutrients.

This is what Arden Zinn always thought, a woman dedicated to the well-being of others with a very strong passion and great resourcefulness, who, starting from a simple

juicer, founded the company Arden's Garden, one of the most important companies in the United States for the production of fruit juices and extracts and lots of other healthy, genuine foods.

The history of this Atlanta-based company, revolves around Arden's passion and desire to ensure everyone's good health, she loved to squeeze any type of fruit or vegetables

available in her kitchen to make healthy, genuine drinks. In addition to personal and family use, this enterprising woman from the East Coast (she was born in New York in 1937), used to share her juices with friends and acquaintances, because she believed that everyone has to have the opportunity to be healthy. From these simple but solid assumptions, a modern company was founded and grew quickly, which today produces a wide variety of juices distributed throughout the United States and which uses the latest generation packaging systems such as the ASW 50 F ERGON automatic shrink wrapper supplied by SMI, used for packaging various packs from 15.2 oz PET bottles to 2oz in film-only.

BELOW: VICTOR GAFFNEY,
COO OF ARDEN'S GARDEN



ARDEN'S GARDEN IN NUMBERS



over 200: employees



17: shops in Atlanta



7: States where the compny sells its bottled juices: Georgia, Florida, Alabama, Virginia, Tennessee, North Carolina and South Carolina.



1995: year in which the company was founded





FRUIT AND VEGETABLE EXTRACTS: BENEFITS AND PROPERTIES



Fruit and vegetables are essential for our health, they are healthy fuel for the human body, readily available and easy to digest. Each piece of fruit, is rich in vitamins and minerals and has particular beneficial and healing properties, which remain unchanged in the cold-pressed juices. Traditional fruit

juices contain sugars, preservatives and sweeteners. They are good, not natural, and full of unhealthy ingredients. On the contrary, the cold extracts of 100% natural fruit and vegetables are made only with the best "raw materials" available, without adding preservatives, water, dyes and sugars. Thanks to the presence of amino acids, mineral salts, enzymes and vitamins,

juices extracted from fruit and vegetables are essential to regenerate the human body, they are good for you from head to toe, to integrate nutrients, purify the body and strengthen our immune system. But in order to fully enjoy all these benefits, live juices must be extracted in the correct way, using extractors capable of keeping their precious properties active.

Arden's Garden produces a wide range of cold-pressed juices, a system that does not use heat, oxygen or other pasteurization methods that damage the nutrients found in fruit and vegetables. The Atlanta-based company, also produces other foods and delicacies, such as raw vegan snacks, made with nuts, rolled oats, kale, cashews, almonds, peanut butter and chocolate, suitable for providing nutrient-rich foods.

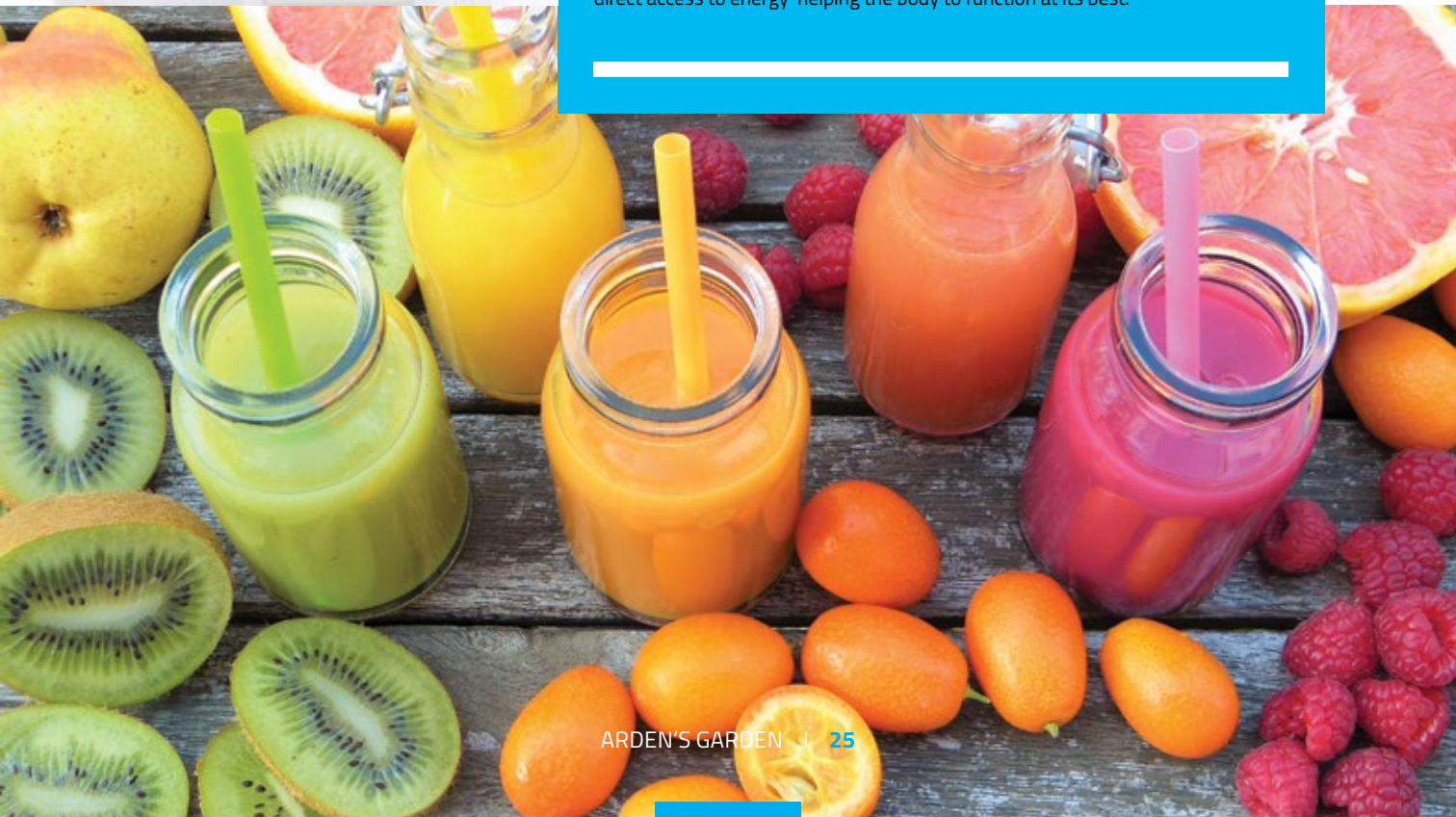


➤ COLD-PRESSED JUICE

There are a lot of fruit and vegetable juices available in the market. However, the extraction method used, is not always the same, and affects the overall quality of the final result. Systems that use heat, degrade the nutritional values of the fruit and vegetables, while those which add oxygen, can damage them.

The hydraulic press of the cold pressing system, ensures:

- high levels of nutrients, as being raw fruit and vegetables, there is no loss of nutrients, enzymes, minerals and vitamins
- reduced inflammation: cold-pressed products do not contain chemicals added by processing or pasteurization, thus helping to quickly reduce inflammation throughout the body
- removal of toxins and a boost to the immune system: consuming cold-pressed juices helps you to detox from diets rich in sugar and fats, and improve the function of the immune system.
- energy boost: These products contain a high level of nutrients, which provide direct access to energy helping the body to function at its best.



ARDEN ZINN AND THE DREAM OF SHARING HEALTH AND WELL-BEING



Arden Zinn, born in New York in the Bronx, on September 26, 1937, as a young girl she was very bright in her studies, to the point of graduating from Hunter College at just 18.

After getting married and moving to Atlanta, starting in the early 70s, this enterprising, East Coast woman, began to distinguish herself in the world of exercise, wellness, health and nutrition.

Dubbed "Atlanta's First Lady of Fitness," Arden built her career around her great passion for teaching how to live healthier, happier lives through nutrition and fitness.

In 1971 she opened the first Arden Zinn Exercise Studio, followed by 23 more, over the next 15 years, in three states.

Her first fitness program on TV, "The New Fit Bit," aired on PBS (Public Broadcasting Service) in 1970, while ten years later CNN hired her as a consultant for fitness and healthy living initiatives.

After years of focusing on keeping people fit,

Arden Zinn began to focus on what they put into their bodies and how important that is, regardless of exercise.

What we eat affects our appearance and mood, how happy we are and how much energy we have.

From this conviction Arden began to distribute to others, the healthy drinks she prepared for herself, her family and friends and, in 1993, after buying the juicer of her dreams (a Norwalk), she intensified the production of juices so that acquaintances could also benefit from them.

Word of mouth spread rapidly, so much so, that the requests grew dramatically, to the point that, in 1995, the enterprising Bronx woman who had moved to Atlanta decided to found a special company for the production and marketing of her juices, the current Arden's Garden.

In her long and extraordinary life (Arden Zinn passed away at 83 in 2020), this joie de vivre ambassador, was also the strength coach of the Georgia Tech Yellow Jackets, Atlanta Falcons and Atlanta Hawks sports franchises.

Today, the company, which is Atlanta's largest producer of fresh juices, with two East Point processing plants, is run by her daughter Leslie, who preserves and continues her mother's legacy, making high-quality healthy products. Arden's Garden juices are available in Publix, Whole Foods, and Kroger supermarkets, coffee shops, health food stores, restaurants, spas, and even a car wash!



OVER TO THE CUSTOMER!



A chat with Leslie Zinn

CEO of Arden's Garden and daughter of the founder



Q: How was Arden's Garden founded?

A: Arden's Garden was founded in 1995, when my mother, Arden, decided to buy an expensive cold pressed juicer, and to justify the expense, she offered to prepare free juice for all her friends. The manager, of a health food store, heard about her and asked her to prepare the juice in the back of her shop with my brother and I helping with the intense work of cold pressing and home distribution. Nine months after the start of the business, no one had been paid yet, so our mother made the decision to sell our products to hairdressers; it was the turning point that changed our entire business. Today, almost 30 years later, we produce cold-pressed juices, made-to-

order smoothies, fruit juices and a variety of plant-based snacks and salads. We have two manufacturing facilities in East Point (a suburb located southwest of Atlanta), 17 retail stores in the city and more than 1,000 partners in southeastern USA.

Q: Was this activity always simple?

A: Not always. In 2003 the sale of our products was blocked by Publix supermarkets, one of our largest, wholesale customers at the time, but, thanks to the thousands of protests raised by the Atlanta community against this chain of stores, fortunately shortly after, the marketing in Publix stores resumed and was even extended.

Q: We are proud to be a partner of a company with such a fascinating history. To those who do not know Arden's Garden, how would you explain your particularity compared to other companies?

A: We love to spread "good health for all", providing fresh and healthy products at an affordable price. We often donate and participate in food collections, partnering with local non-profit organizations. At Arden's Garden, we believe that health is the greatest wealth and we strive to provide it to everyone, through our cold-pressed juices, our salads and soups and our plant-based or vegan snacks.

ARDEN'S GARDEN'S COMMITMENT TO SUSTAINABILITY

Arden's Garden is also attentive to the well-being of the planet, people and employees and adopts a series of activities for greater environmental sustainability, and which have a positive impact on the community in which it operates. In the manufacture of smoothies, for example, straws are not required as the containers have lids with spouts. In addition, plastic containers and bottles used by Arden's

Garden can be recycled.

The activity of this company from Atlanta, revolves around the culture of well-being and is the basis of a series of initiatives, through spreading advice, recipes, good practices, etc.

With particular regard to its employees, the company focuses on a series of healthy initiatives, providing various partnerships with fitness studios and offering discounts on products.

➤ UNIQUE RETAIL STORES

Arden's Garden retail stores, located in metropolitan Atlanta, are one of a kind and offer exclusive smoothies and cold-pressed juices:

1. Arden's Garden East Point: the store on Main Street houses the mural "Good Health for All" and a squeezing plant.
2. Arden's Garden Sylvan Road: is the hidden gem and the second store at East Point and is also a squeezing plant. It is known for its fruit trees lining the patio and for its cozy and comfortable atmosphere.
3. Arden's Garden Athens: is located directly across the street from the main campus of the University of Georgia.
4. Arden's Garden Little 5 Points: is the smallest shop, but it has a great personality
5. Arden's Garden Kirkwood: located on the historic street "Hosea Williams Drive", dedicated to the American civil rights activist
6. Arden's Garden Marietta St: a cultural center with a blue geometric art mural that attracts customers' attention
7. Arden's Garden Monroe Dr: is a energetic trendy shop that sits on the Atlanta Belt-line, a refreshing choice while on a walk or headed to Piedmont Park.
8. Arden's Garden Sandtown: is in a true food desert.







WHETHER IT'S COLD PRESSING LEMON JUICE WITH HONEY, GINGER ROOT AND GREEN TEA EXTRACT, OR VEGETARIAN CUCUMBER LEMONADE JUICE, OR THE NEW TASTE OF LAVENDER LEMONADE DRINK, AT ARDEN'S GARDEN YOU NEVER TIRE OF DISCOVERING NEW FLAVOURS AND COMBINATIONS OF FRUIT AND VEGETABLES TO REFRESH, DELIGHT THE PALATE OR PROVIDE ENERGY.



SMI SOLUTIONS

FOR ARDEN'S GARDEN



Arden's Garden markets a wide range of fruit juices in 15.2 oz and 2 oz PET bottles packed in film-only by an SMI shrink wrapper of the ASW 50 F ERGON range, equipped with a 90° product feeding system. In order to meet the needs of such a varied production, the company founded in 1995 by Arden Zinn, uses latest generation SMI systems, which are extremely flexible and adaptable to the requirements of a constantly evolving market, thanks to innovative technical solutions that allow simple, fast and economical





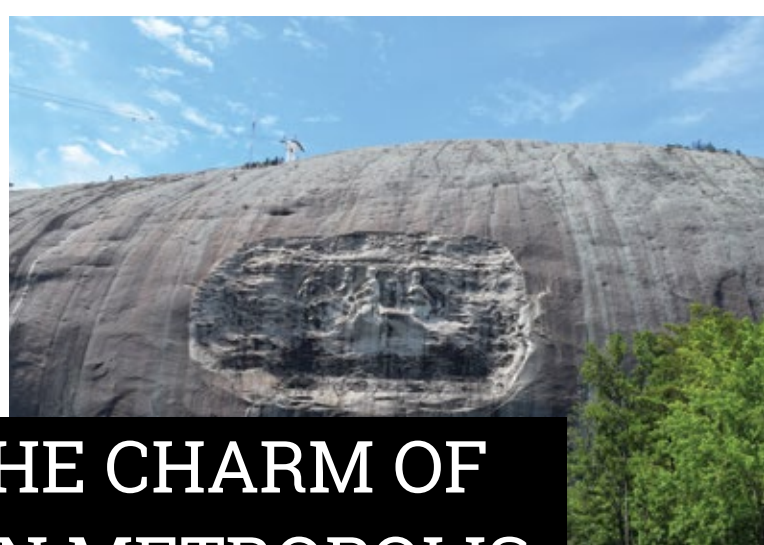
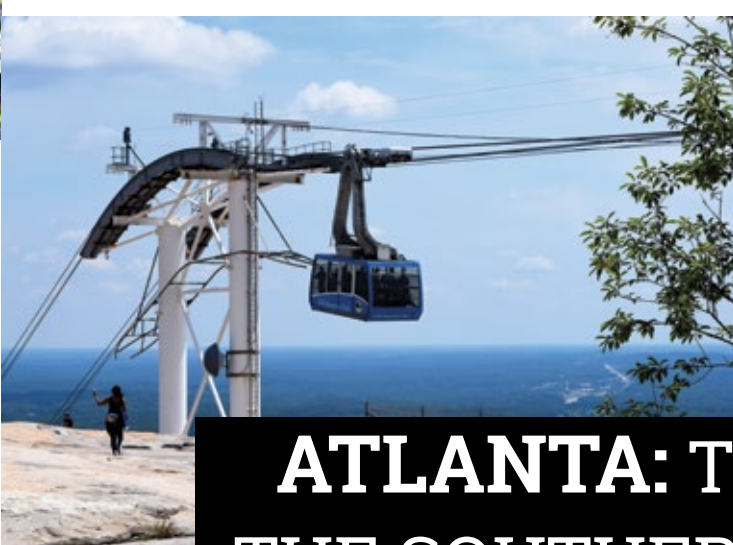
➤ ASW 50 F ERGON SHRINK WRAPPER

Containers worked: juice in 15.2 oz square PET bottles and 5x2 trays of 2 oz cylindrical PET bottles.

Packs created: loose 15.2 oz bottles in 3x2 film and trays 5x2 in film only.

➤ Key benefits

- The ASW 50 F ERGON shrink wrapper installed at the Arden's Garden plant is a compact solution that easily adapts to end-of-line logistics conditions.
- Ergonomic structure: in the infeed section, the shrink wrapper is equipped with a single lane infeed system, which facilitates the correct channeling of the bulk containers on a conveyor belt, equipped with low friction, thermoplastic chains.
- The machine has a reduced footprint, thanks to the 90° product infeed.
- Thanks to the single-lane conveyor belt, a divider is not needed for product laning, with consequent economic advantages.
- In the section where the format is formed, a group of dividing bars group the containers in a linear and continuous way; In this section a twin belt system, separates the products through an electronic cam according to the format to be processed.
- Thanks to the rotating infeed, the loose products are pushed from the single lane infeed conveyor, to the pack conveyor in a smooth and efficient way.
- Simple, fast and economical format changes: the single-lane infeed offers the advantage of being able to process different types of containers, of various sizes, without needing additional belt equipment; As a result, format changes are extremely easy and fast, as it is not necessary to adjust all the guides of the various lanes.
- Compact design, film cutting unit, equipped with "direct drive" motorisation that improves cutting precision and simplifies maintenance operations.
- The ASW ERGON series includes various models for shrink film packaging, at a maximum speed of 80 packs/minute, for a wide range of cylindrical, oval or square/rectangular based containers. The model installed at Arden's Garden plant in Atlanta meets production requirements of up to 50 packs/minute.



ATLANTA: THE CHARM OF THE SOUTHERN METROPOLIS



Capital of the State of Georgia, famous for hosting the Olympics in 1996, the city of Atlanta is constantly expanding (today the metropolitan area has over 6 million inhabitants), due to the constant arrival of immigrants from both the north of the United States and South America.

The atmosphere is that of a welcoming, livable city, where skyscrapers and large public buildings alternate with numerous green areas.

One of the most fascinating buildings, rich in history, is the Georgia State Capitol, the seat of government for the State of Georgia, famous for its golden dome, adorned by a statue nicknamed "Miss Freedom".

In the central area, nicknamed "downtown", there is "the World Of Coca-Cola", the museum dedicated to the famous drink

(the headquarters of the homonymous manufacturing company is based in Atlanta), a visit to which lets you retrace the history of this emblem of the "American way of life". The Aquarium of Georgia, the largest in the world, is easily recognizable by the shape of the building that houses it, which resembles that of a large ship; Inside you can admire hundreds of marine species from every corner of the world: from whale sharks to piranhas, from crocodiles to snakes, but also dolphins, seals, otters and numerous other specimens.

In Atlanta, you can also visit the studios of the television station CNN, to take an exclusive look at the "behind the scenes" and discover how a live broadcast is produced.

Atlanta is also the birthplace of Martin Luther King Jr., a historical figure in the struggle for the defense of the civil rights of the African-American population in the 60s

of the twentieth century, to whose memory the Martin Luther King Jr. National Historical Park is dedicated, an immense area of 35 acres within which you can visit the places where Dr. King was born, He lived, worked, and prayed.

On the outskirts of the city you can visit the "Stone Mountain Park", a large green area in the center of which stands the majestic large granite mountain with the relief sculpture of President Jefferson Davis on horseback with the two generals of the Confederate States, Robert E. Lee and Thomas J. Jackson; this work is considered the largest of its kind in the world and attracts hundreds of thousands of visitors every year, who, in addition to admiring the huge sculpture, can spend their free time among attractions, ponds, picnic areas, walking and climbing trails, restaurants and even stay overnight in hotels inside the park.



➤ SMI PRESENCE IN USA: SMI USA INC.

Atlanta is home to SMI USA INC., the subsidiary of the SMI Group that since 1999 has been present in the United States with the aim of responding promptly and effectively to the increasing needs of the numerous customers in North America.

Competence, professionalism and availability of the commercial and technical staff, currently composed of 22 people are the key factors behind the branch's activity.

On an area of 4000 sq / ft occupied by the commercial and technical structure and a large showroom, SMI USA manages the commercial activities, training, customer reception and after-sales service; the company has a large spare parts warehouse equipped with a wide assortment of basic necessities, to respond promptly to the needs of the many North American customers of the SMI Group.

At the beginning of 2023, a further expansion of the logistics structure of the branch is planned with the transfer to a new, larger and more modern location, which will remain within the Atlanta metropolitan area, in order to further enhance customer services and enlarge the SMI and SMIPACK machine showroom.





KULEN SPRING

RICE PADDIES AS FAR AS THE EYE CAN SEE, AND MAGICAL TEMPLES MAKE CAMBODIA A SMALL TREASURE OF SOUTHEAST ASIA. THIS COUNTRY OF ABOUT 17 MILLION INHABITANTS, OVERLOOKS THE GULF OF SIAM AND LIES BETWEEN THAILAND, LAOS AND VIETNAM. IT IS A FASCINATING DESTINATION WITH WONDERS, TO BE DISCOVERED, SUCH AS THE FAMOUS ARCHAEOLOGICAL SITE OF THE TEMPLE OF ANGKOR WAT OR THE WONDERFUL LANDSCAPE OF THE PHNOM KULEN NATIONAL PARK AND ITS WATERFALLS. CONSIDERED BY THE POPULATION TO BE THE HOLIEST MOUNTAIN IN CAMBODIA, KULEN PHNOM IS A POPULAR PLACE DURING WEEKENDS AND FESTIVALS. MANY OF THE STONES USED TO BUILD THE TEMPLES OF ANGKOR ALSO COME FROM HERE, AND THE WATER FROM THE PARK'S WATERFALLS IS CONSIDERED SO SACRED, THAT CAMBODIANS BOTTLE IT AND TAKE IT HOME. FROM THE PURE AND UNCONTAMINATED LAND OF THE KULEN NATIONAL PARK FLOWS THE NATURAL MINERAL WATER ELAN, BOTTLED BY THE COMPANY KULEN SPRING CO. LTD. (PART OF THE ERAGOLD GROUP), WATER WITH PROPERTIES THAT GIVE GREAT BENEFITS TO THE HUMAN BODY, THANKS TO ITS HIGH PH OF 8.2.

➤ **SECTOR: WATER**

KULEN SPRING CO LTD.
Siem Reap, Cambodia

- Integrated system for blowing, filling and capping ECOBLOC® ERGON E EV
- Wrap-around case packer LWP 30 ERGON
- Automatic palletising system APS 1570 ERGON and rotating table
- Conveyors



VIDEO



GEO LOCATION

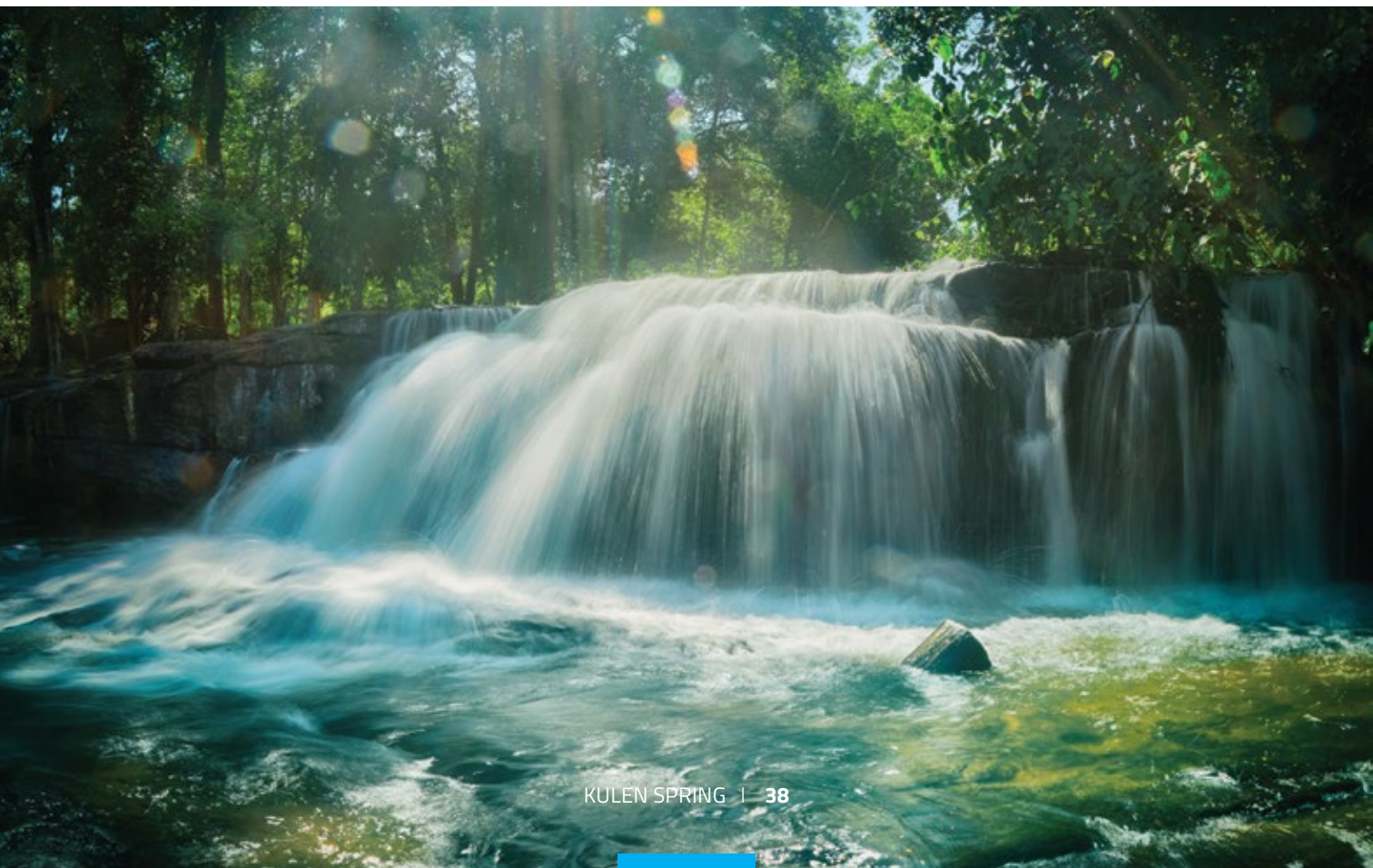
KULEN SPRING AND ENVIRONMENTAL PROTECTION

TO MAINTAIN HIGH LEVELS OF HYGIENE, QUALITY AND PURITY, THE SIEM REAP COMPANY (THE SECOND, MOST POPULOUS, URBAN AREA IN CAMBODIA) ADOPTS STATE-OF-THE-ART PRODUCTION SYSTEMS, ABLE TO MATCH EUROPEAN QUALITY STANDARDS; AMONG THE MOST RECENT INVESTMENTS IN NEW TECHNOLOGIES IS THE NEW 31,800 BOTTLES/HOUR PLANT SUPPLIED BY SMI FOR BOTTLING AND PACKAGING ELAN WATER IN PET CONTAINERS, WHICH INCLUDES A BLOWING, FILLING AND CAPPING SYSTEM OF THE ECOBLOC® ERGON RANGE, A WRAP-AROUND CASE PACKER OF THE LWP ERGON RANGE, AN APS ERGON AUTOMATIC PALLETISING SYSTEM AND ALL THE CONVEYORS FOR HANDLING BOTTLES AND PACKAGES.

Kulen Spring Co. Ltd. is particularly attentive to the protection of the surrounding environment, because preserving the planet is an act of respect for a precious and essential raw material such as water. The attention to the environment pushes the Cambodian company to continuous investments in

activities dedicated to the care of plants and forests and the territory from which the water, marketed under the Elan and Eragold brands, comes. In addition, the Kulen Springs' production facilities, use only energy from renewable sources, such as that produced by the recently installed solar panel system, that made the company the first industrial reality in the country

powered by solar, green energy. As a further demonstration of the attention to quality, well-being and respect for the environment, within its production facilities Kulen Spring also uses sophisticated analysis equipment, that allows microbial tests to be performed to measure the exact pH level of the water and preserve the properties that are good for health.



ELAN: THE PROPERTIES OF WATER THAT COMES FROM THE SACRED MOUNTAINS OF CAMBODIA

The human body has a pH between 7.2 and 7.3. When the pH level drops below 7.0, the body becomes acidic, especially in individuals who follow a poor diet. For these reasons, regularly drinking natural mineral water with a high pH level, such as Elan water (pH of 8.2), helps humans keep their body healthy and alkaline and reduce body acids.

Elan water, which originates from the springs of Mount Phnom Kulen at 496 meters above sea level, benefits from the healthy properties of the pristine land of Kulen National Park, a protected area with low population density and thriving agricultural activities.

The attention of Kulen Spring Co. Ltd. towards the surrounding environment, has also led to the launch of a reforestation program of the area, in order to protect the source from any form of external pollution.

Water under the Elan brand is rich in natural minerals, thanks to its unique mineralisation

process, ensured by the slow filtration of rainwater, through several hundred meters of sandstone; This process enriches the water with valuable minerals such as potassium, magnesium, calcium and many other nutrients, which are good for bone growth, blood circulation and the heart of people of all ages.

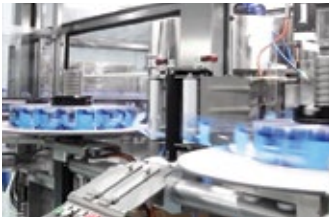
Thanks to these characteristics, the consumption of Elan water has spread more and more in Cambodia, and has made it necessary to increase the production capacities of the Banteay Srei District plant, in the province of Siem Reap, which is located near the archaeological site of Angkor Wat and the Kulen National Park.

The new investment in advanced technologies provided by SMI, has enabled Kulen Spring to automate the entire bottling and packaging process of the 0.5 L and 1.5 L PET bottle line, which can now produce almost 32,000 bottles/hour.



SMI SOLUTIONS

FOR KULEN SPRING



For the bottling and packaging of Elan and Eragold natural mineral waters, the Cambodian company turned to the experience of SMI which, through the Malaysian subsidiary SMI ASIA, provided a complete turnkey line, supporting the customer in the design, construction and installation phases of the plant.

The proposed solution includes an integrated system of the ECOBLOC® ERGON range for stretch-blow moulding, filling and capping operations of PET bottles combined with a wrap-around case packer for secondary packaging of the LWP ERGON range and an APS ERGON palletiser.





➤ INTEGRATED SYSTEM ECOBLOC® ERGON 16-48-18 E EV

Functions: stretch-blowing, filling and capping of 0.5 L and 1.5 L PET bottles of flat water with a production capacity of up to 31,800 bottles/hour (0.5L format)

Key benefits

- The operations of stretch-blow moulding, filling and capping of PET bottles are grouped in a single block and therefore does not require the rinsing machine and the airveyors between the blow moulding machine and the filler.
- Compact and flexible solution.
- Reduced energy consumption of the blow moulding machine, thanks to the preform heating module that mounts energy-efficient IR lamps and the stretch-blow moulding module equipped with a two-stage air recovery system, which reduces energy costs related to the production of compressed air at high pressure.

➤ LWP 30 ERGON CASE PACKER

Containers worked: 0.5 L and 1.5 L bottles in PET.

Packs created: the loose 0.5 L bottles are packed in corrugated cardboard wrap-around boxes in 4x6 formats, while 1.5 L bottles in boxes in a 3x4 format.

Key benefits

- Packaging process with wrap-around system equipped with a mechanical product grouping device, which offers the advantage of forming the cardboard box around the bottles in transit without making machine stops.
- Ideal solution to obtain impact-resistant packaging, able to protect the product during transport.
- Possibility to graphically customize the cardboard box to capture the attention of the consumer, offering the user of the plant more opportunities for marketing and product promotion.



➤ AUTOMATIC PALLETISING SYSTEM APS 1570 ERGON

Packs worked: wrap-around boxes of 0.5 L bottles in the 4x6 format and 1.5 L bottles in the 3x4 format, coming from the LWP 30 case packer.

Pallets created: 1100X1180 mm

Key benefits

- Single-column system with two Cartesian axes, extremely flexible and easily adaptable to the logistical conditions of the end-of-line area.
- System suitable for palletising boxes, bundles, trays and packs in general, consisting of different modules that can be configured individually according to palletizing needs.
- Reduced maintenance costs and low energy consumption, thanks to the mechanical simplicity of the machine and the use of robotics.
- Extremely simple automation and management control; Thanks to the intuitive human-machine interface, even the novice operator can efficiently manage all end-of-line palletizing operations.

➤ CONVEYORS

Function: transport of blown PET bottles leaving the ECOBLOC® ERGON integrated system; incoming and outgoing handling to/from the LWP ERGON case packer; handling boxes at the entrance to the APS ERGON palletiser.

Key benefits

- The loose product conveyors installed at the Kulen Spring plant, ensure smooth and constant handling of the loose containers at the infeed of the LWP 30 and of the packs on the outfeed.
- Easy to use by the operator during the production cycle.
- Simplified maintenance operations.
- The modular structure and the high compatibility with other systems allow installation, start-up and testing operations to be carried out in an extremely simple way.
- Use of high-quality components and wear-resistant materials, which reduce friction and noise, preserving the quality of the transported packs.
- Reduced format changeover times for quick switching from one product to another.
- High reliability of the system, thanks to the AISI 304 stainless steel structure and components.



SCULPTURES AND BAS-RELIEFS ON THE RIVER KBAL SPEAN, THE RIVER OF THE 1000 LINGAS

Visiting the Kulen National Park, you will discover the spectacular wonder of the Kbal Spean (which in Khmer language means "bridgehead"), a site dating back to the Angkorian era. Discovered by Western explorers in 1968, it has only been open to visitors for about twenty years, after the area was cleared of the presence of mines. This is the bed of the Stung Kbal Spean river, which hides an incredible peculiarity: during the eleventh and twelfth centuries thousands of statues and bas-reliefs were dug along the banks of the river, most carved directly into the bed of the stream; the sculptures represent Hindu deities and "lingas", small phallic totems that the Hindu religion considered an earthly representation of the god Shiva and a symbol of fertility, that is what the ancient Khmer hoped for the rice fields of the surrounding countryside. Due to the presence of these symbols the river is also known as the "River of a Thousand Lingas" ("Sahasralinga" in Sanskrit).

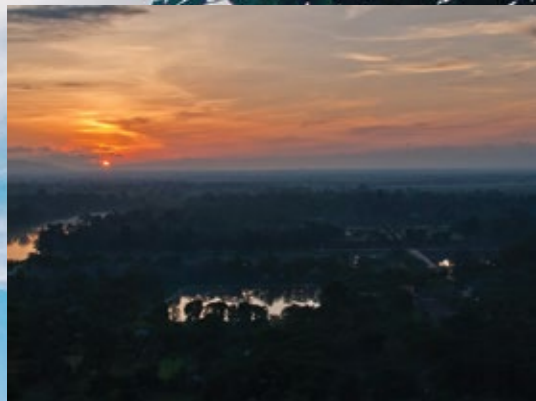




PHNOM KULEN NATIONAL PARK

Located about 60 km from Siem Reap, Mount Kulen, which in English translates to “Mountain of the Lychees”, is the main peak of Phnom Kulen National Park, one of the most interesting and pleasant National Parks in the country. It is in fact covered with dense vegetation and crossed by several rivers and streams that form pretty waterfalls on the slopes of the mountain.

A “journey through time where it all began” is the one that takes the visitor to the place of origin of the most important empire in Southeast Asia; in ancient times, in fact, Phnom Kulen was called Mahendraparvata, that is “Mountain of Indra, the king of the gods”, because on the top of this mountain in 802 AD the sovereign Jayavarman II proclaimed himself “Universal Monarch” and founded Mahendraparvata, the first sacred city of the Khmer Empire, giving life to a kingdom destined to last over 600 years. Today Mount Phnom Kulen, considered the most sacred relief in Cambodia, which was also the main place of extraction of the sandstone used for the construction of the temples of Angkor (which are located about 40 km away), is the primary source for the city’s water supply.





THE TEMPLE OF THE RECLINING BUDDHA

Inside the Kulen National Park, on a hill overlooking much of the area, stands the Buddhist pagoda of Preah Ang Thom, built in the sixteenth century and famous for the large reclining Buddha more than 8 m long carved into the sandstone rock, which hosts hundreds of pilgrims from all over Cambodia every day. The entrance to the temple with the reclining Buddha is truly spectacular with its ramp of 160 steps that are lost among the branches of the large trees.



THE WONDERS OF ANGKOR WAT, THE CAMBODIAN TEMPLE OF GLOBAL FAME

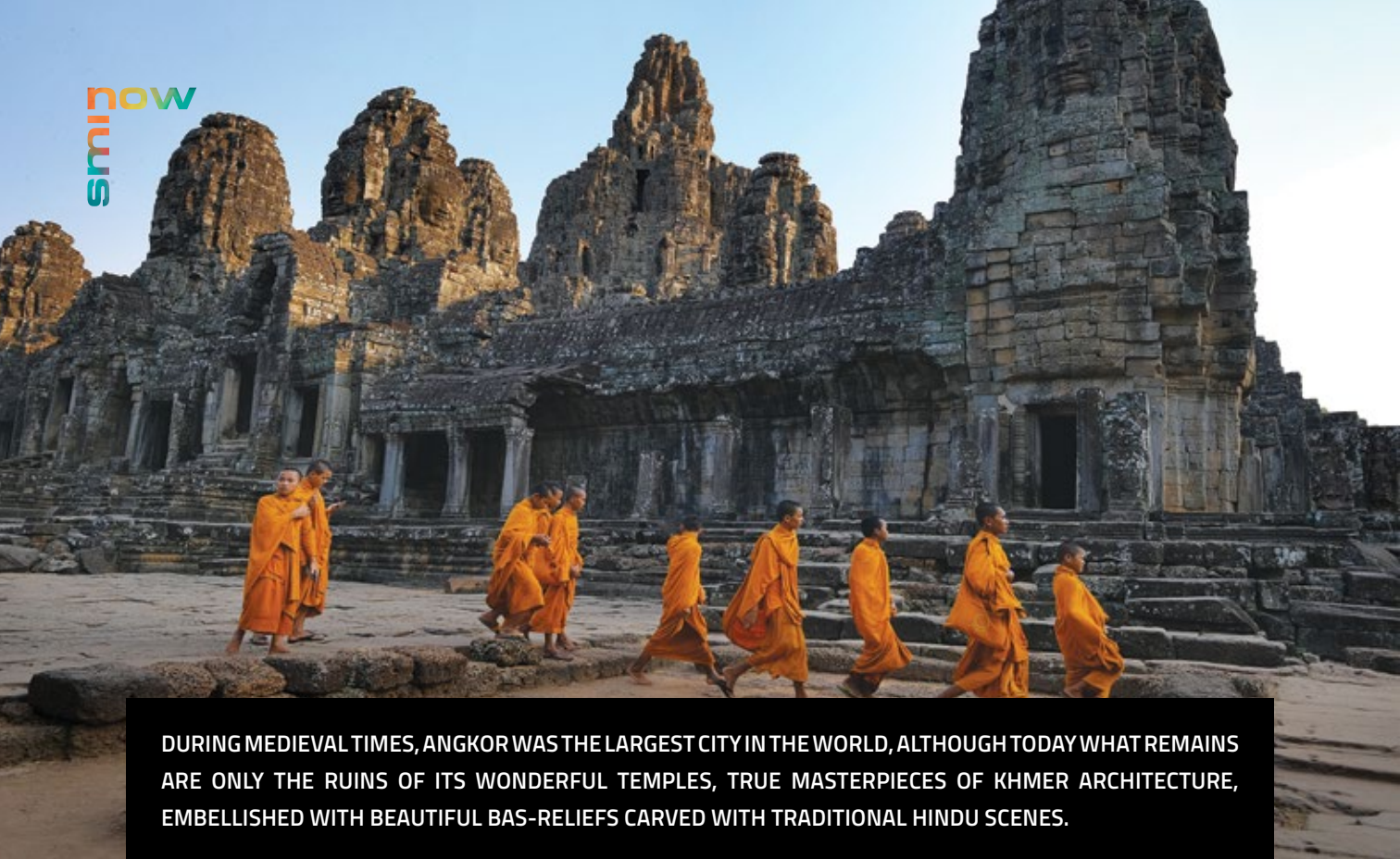


The archaeological site of Angkor, located in the city of Siem Reap, is the largest religious structure in the world and takes its name from one of its main temples, the Angkor Wat ("temple that is a city"), which is the best preserved and most famous historical testimony in the country. The monument was ordered by Khmer Emperor Suryavarman II at the beginning of his reign, but was completed only after his

death; originally the temple was dedicated to Vishnu, one of the main deities of Hinduism, and then converted into a Buddhist shrine. At the end of the fifteenth century the Khmer empire began its unstoppable decline and the city of Angkor lost its role as capital depopulating in a short time, but the temple of Angkor Wat remained an important religious center for Buddhist monks for many centuries to come. The most famous temple in Cambodia is part of a vast

archaeological complex that stands near the city of Siem Reap and was built by a series of Khmer kings and emperors between the ninth and fifteenth centuries, inside which there are hundreds of temples on an area of 400 acres. The settlement, declared a World Heritage Site by UNESCO in 1992, is so vast that it is best explored by bike or "tuk-tuk", as the millions of tourists from all over the world who visit it every year know.





DURING MEDIEVAL TIMES, ANGKOR WAS THE LARGEST CITY IN THE WORLD, ALTHOUGH TODAY WHAT REMAINS ARE ONLY THE RUINS OF ITS WONDERFUL TEMPLES, TRUE MASTERPIECES OF KHMER ARCHITECTURE, EMBELLISHED WITH BEAUTIFUL BAS-RELIEFS CARVED WITH TRADITIONAL HINDU SCENES.



THE CITY OF SIEM REAP

Thanks to its proximity to the archaeological site of Angkor, the city of Siem Reap has experienced a rapid expansion that began around 2000 and is now the second most populous metropolitan area in Cambodia after the capital Phnom Penh, with a high concentration of commercial activities such as cafes, nightclubs and restaurants that make it a modern center, lively and cosmopolitan. In the Khmer language "Siem Reap" means "Destroyed Siam" (Siam is the current Thailand), in memory, it is said, of a military victory obtained by the Khmer army over the Thai one sent to invade the city in one of the many clashes of the millennial conflict between the two neighboring countries. During the day the city center revolves around the old Phsar Chas market, crowded with locals looking for everyday goods and ingredients for cooking, while in the evening there is the Art Center

Night Market, a riot of stalls and craft shops and objects of all kinds. Siem Reap is the starting point for sightseeing excursions to the archaeological site of ancient Angkor and the natural beauty of Phnom Kulen National Park, which tourists can easily reach by landing at the city's international airport.

➔ DID YOU KNOW THAT...

- The country's tradition is that Cambodia changes its name every time a new government takes office; this is why today we speak of the "Kingdom of Cambodia".
- The Temple of Angkor Wat is the largest religious complex ever built.
- Cambodian is a figurative language and is expressed through concepts; For example, there is no term "milk", but it speaks of "liquid that comes out of cows".
- A lot of watches are sold in the markets; this is related to the psychological torture

of the cancelling of time, practiced during the more than three years of dictatorship of the Pol Pot regime (1976-1979).

- The head is the most important part of the body, while the feet the most impure; It is disrespectful to touch an adult's head or turn your feet towards another person.
- The Phnom Kulen waterfall makes a brief appearance in the film "Lara Croft: Tomb Raider", in which the protagonist, after escaping from the living statues of the Ta Prohm temple, runs to the top of the waterfall (which is actually more than 40 km away) and throws herself into the mirror of water below.



ASEVI



➤ **SECTOR: DETERGENTS**

ASEVI HOME BRANDS
Xàbia (Alicante), Spain
www.asevicompany.com

➤ Enoberg HEVF Monoblock for filling and capping



VIDEO



GEO LOCATION

PEOPLE FIRST

FROM 1952 TO TODAY, THANKS TO AN EXPERIENCE OF OVER 70 YEARS, ASEVI HAS NEVER STOPPED INNOVATING, LAUNCHING YEAR AFTER YEAR NEW PRODUCTS, NEW FRAGRANCES AND NEW PACKAGING. THIS IS BECAUSE THE DREAM OF THE SPANISH COMPANY, IS TO MAKE ITS CUSTOMERS FEEL MORE AND MORE COMFORTABLE, IN THE WARMTH OF THE CLEAN HOUSE IN WHICH THEY LIVE, AND IN THE SOFTNESS OF THE CLOTHES THEY WEAR. TO EQUIP ITS PRODUCTION PLANTS WITH FILLING SOLUTIONS, CAPABLE OF EFFICIENTLY TREATING THE WIDE RANGE OF ASEVI-BRANDED HOUSEHOLD CLEANING LIQUIDS, THE COMPANY RECENTLY TURNED TO ENOBERG, A COMPANY OF THE SMI GROUP, FOR THE SUPPLY OF A MONOBLOCK OF THE HEVF SERIES. AN EFFICIENT SOLUTION THAT CAN TREAT BOTH FOAMY PRODUCTS SUCH AS DETERGENTS AND VISCOUS.





The Spanish company started its activity in 1952 in Xàbia (or Jávea), a town in the province of Alicante, and since then it has never stopped growing and consolidating its presence, both on the Spanish market and abroad. Today, more than 70 years after its foundation, this Valencian industrial reality is among the leaders in the sector, thanks to a wide range of products for cleaning the house, high quality detergents and insecticides made with the use of the best raw materials and the use of cutting-edge technology.

The main brands are:

- Ponspro: products for professional use



FROM THE LEFT: FABIO BONALDI, SALES MANAGER OF ENOBERG; EMILI MULET, PROJECT MANAGER OF ASEVI; JUAN FERRER, PRODUCT MANAGER OF ASEVI AND JORDI PEREZ, MAINTENANCE MANAGER OF ASEVI.



ASEVI IN NUMBERS



44,6: € millions invoiced in 2021



130: number of employees in 2021



oltre 30.000 m²: area occupied by production facilities



1952: year it was founded in Xàbia (Alicante)

- Asevi: household cleaning products (floor and surface cleaners, disinfectants, detergents and fabric softeners, degreasers, air fresheners, specific products, etc.)
- Cuchol: insecticides

Asevi is the leading brand in the floor cleaner, sector in Spain and Romania. Through modern structures and automated processes, capable of producing up to 22,000 litres per hour, and thanks to the professionalism of a qualified team of 130 professionals, Asevi offers quality and versatility to



its customers, present in over 12 countries. The production plant in Xàbia supplies Europe and Africa, while the plant opened in Bucharest (Romania) is able to meet demand from Eastern Europe.

EVERYTHING REVOLVES AROUND THE PLANET

In a society increasingly sensitive to the protection of the environment and health, the world of industrial production is called to do its part by proposing brands and products made in a sustainable way, designed for people and the planet. Asevi's commitment to sustainable development starts from the "microcosm" in which we all live: our home. In fact, in the production of detergents, the Spanish company uses exclusively eco-compatible raw materials and packaging, as well as renewable green energy generated by thermal and solar panels in its production plants. In addition, Asevi makes increasingly significant investments in eco-sustainable solutions to protect the environment and reduce

CO² emissions, such as, for example, the use of infrastructures and machinery able to guarantee the recycling of 30% of the plastic packaging. The commitment to safeguarding the planet is also embodied in the production of a wide range of vegan products, made with raw materials of vegetable origin, and "cruelty-free", ie not tested on animals. Asevi is a certified member of AISE. This means that the Spanish company not only, adopts a production system capable of reducing

harmful effects on the environment, but also that it continuously strives to promote practices that can help consumers reduce their "carbon footprint". For example, on the labels of its products, Asevi promotes advice for "safe use" and how to achieve "economic and resource savings"; Moreover, thanks to the production of a wide range of detergents and products for hygiene and cleaning, the company provides individuals and companies, with an important contribution in ensuring high levels of hygiene and disinfection of any type of environment, from private homes to public places, including hospitals, schools, accommodation facilities, stations, airports, etc.



AISE CERTIFIED MEMBERS FOR SUSTAINABLE CLEANING



The Brussels-based International Association of Soaps, Detergents and Maintenance Products (AISE), has been the voice of the cleaning industry with EU regulators for over 65 years. With 29 national associations across Europe, 18 corporate members and 13 partners, this reality represents over 900 companies, providing household and professional cleaning products and services across the continent.

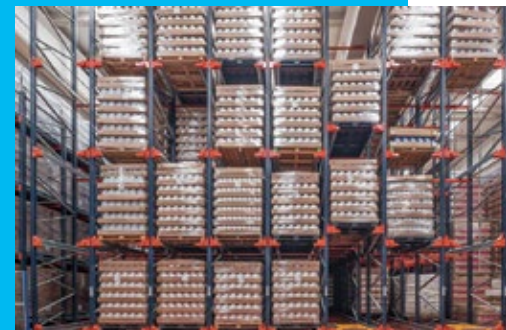
Starting from the principle that “a cleaning and hygiene industry is a model to serve society in an innovative and sustainable way”, the AISE has designed and managed over the years, a long series of voluntary, industry initiatives focused on the design, production and safe use of products by consumers, with an eye to the environment and eco-sustainable development strategies.

➤ DETERGENTS: MARKET AND PACKAGING

Household detergent products fall within the vast area of consumer products, that is, everything that is part of the main purchases of consumers, on a daily basis.

After a positive 2020, when consumption grew due to the greater use of sanitation of environments caused by the health emergency and the “lockdowns”, in 2021 the market was reduced, realigning itself with the normal growth trend of the sector.

In the packaging of household cleaning products, companies mainly use rigid plastic packaging, which represents 66.5% of the total, with the primacy of plastics in general, that cover 94% of the “packaging” solutions used in the sector.





ENOBERG SOLUTIONS FOR ASEVI



Starting from the concept that customers are the *raison d'être* of the company, the entire team of professionals of Asevi works constantly, to respond in an innovative and efficient way to the changing needs of consumers, offering high quality products at the best price.

To do this, the company of Xàbia has equipped itself with the latest generation systems for filling detergents, and particularly foamy liquid products, the management of which, requires extremely precise and reliable processes.

Thanks to the use of newly developed technical solutions, based on the concepts of extensive automation and maximum flexibility, the new series of compact fillers HYPER CLEAN from ENOBERG, is today the ideal choice for bottling detergents, since with the same machine it is possible to pack a wide range of both viscous and foamy products in PET containers.



➤ ENOBERG HEVF MONOBLOCK FOR FILLING AND CAPPING

Containers worked: 1 L / 1.2 L bottles in PET
Products bottled: scented detergents for floors under the ASEVI brand

Main advantages:

- filling system with high precision flow meters installed near each tap
- innovative filling valve construction solution
- high flexibility: ENOBERG machines offer the advantage of bottling a wide range of products
- compact frame for less space in the filling line and reduced transport costs
- quick format change of bottle guiding equipment
- dummy bottles with automatic insertion to ensure a quick product changeover and reduce operator intervention
- 15" "touch screen" control panel for easy analysis of the operating status of the system
- all format parameters can be managed directly through the HMI
- all parts that come into direct contact with the product are made of AISI 316L stainless steel
- system equipped with a small tank positioned in the center of the filling carousel and certified for pressure release
- reduced maintenance time
- excellent value for money.



MORE SUSTAINABLE FLOOR CLEANERS

The household detergent industry is careful to meet the hygiene, quality and cleanliness needs of consumers and to offer products in practical and economical containers, such as plastic ones (both rigid and flexible), which currently represent 90% of the packaging used in this sector.

Thanks to the filling and capping monoblock of the HEVF range supplied by ENOBERG, the Spanish company packages products under the Asevi brand efficiently and flexibly, working hard to make its products healthier and more environmentally friendly.

Moved by the goal of making every house wonderfully clean and fragrant, and starting from the conviction that, "considering that we must clean, that at least this activity lasts and leaves a good smell", every year Asevi creates new lines of sustainable products with the most diverse fragrances and compositions, in order to meet the most varied "olfactory" needs.

The perfumes of Asevi detergents are one of the main hallmarks of the company: freshness, intensity and persistence, are the formula behind the exclusivity and success of the brand.

In fact, Asevi is the result of the combination of



talent, innovation and technology with the best raw materials and the utmost attention to the environment (reduction of CO² emissions thanks to the replacement of a percentage of virgin plastic with recycled plastic in packaging).



➤ GREEN ENERGY TO PROTECT THE ECO-SYSTEM

The commitment of Asevi towards the environment, has led the Spanish company to create an impressive infrastructure of 809 photovoltaic modules and 4 inverters to convert direct current into alternating current, thanks to which it can produce up to 50% of all the energy it needs during the sunny hours of the day. A new sustainable energy project from renewable sources, which joins the existing installation of thermal panels with which Asevi heats water for the manufacture of its products. All this to distinguish itself as a company committed to the use of renewable energy and to the reduction of CO₂ emissions into the atmosphere.





ONE BRAND, MANY PRODUCTS AND A THOUSAND FRAGRANCES

Asevi is a leading brand in Spain. Launched in 1965, the acronym Asevi comes from the initials of the names of the five children of the founder of Asevi and was founded from the desire to reveal all the secrets of perfect cleansing with persistent premium perfumes.

Asevi products represent a safe bet, when it comes to ensuring the quality of cleaning your homes and washing your clothes.

The brand brings together a vast portfolio of fabric softeners (in both traditional and concentrated versions, characterised by a very careful and high quality formula, with characteristic and distinctive aromas), detergents (products with a great ability to eliminate stains and bad odours, which leave fresh and impeccable laundry and boast an excellent ration quality / price) and floor cleaning products (with the neutral pH formula designed to take care of the surface, give it shine and release an excellent aroma).

The Asevi brand, also includes other products such as air fresheners and clothing fragrances.



JÁVEA - COSTA BLANCA

Located between Cape San Antonio and Cape Nao, the town of Jávea (about 30,000 inhabitants, which become over 150,000 in the summer), with its twenty kilometers of beaches and hidden coves, is one of the most important tourist destinations on the Spanish Costa Blanca, in the province of Alicante.

Its historic center, located two kilometres from the coast, hides some remarkable examples of local architecture, as well as important historical monuments such as the

Church of San Bartolomé, the nerve center of the city and a fine example of Isabelline Gothic; built in the sixteenth century, the structure is incorporated into the fortifications erected to defend themselves from pirate attacks.

In the streets of the historic center, among the gratings of the houses and the rough stone lintels, examples of local architecture abound. In the port area, where you can

practice all kinds of water sports, including sailing and windsurfing, stands the more modern Church of Nuestra Señora de Loreto, built in the sixties in the twentieth century and characterised by a “design” reminiscent of the keel of a ship.

In Jávea the reference gastronomic product is rice. Paella is the best known recipe, but here it is served with beans and turnips or baked.



ALACANT, LA MILLOR TERRETA DEL MÓN



Alicante may not be as well known as Madrid or Barcelona, but, as this popular saying goes, it is the best land in the world and a great example of "buena vida"!

Sun, sea, relaxation and culture... everything is possible in Alicante (almost 2 million inhabitants), famous for its long beaches of fine sand, transparent waters, numerous services and sports facilities.

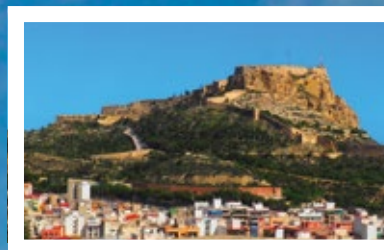
This Valencian city is also synonymous with peace and quiet, thanks to its semi-deserted coves, and culture, thanks to its rich Arab and Catholic past.

The Plaza del Ayuntamiento is a surprising meeting place, where you can admire the

splendid baroque town hall and stroll under the arches of the square.

On the promontory stands the Castle of Santa Barbara, fortress and true symbol of Alicante, from here you can enjoy a breathtaking view of the city.

Those who love shopping, will be enchanted by the historic central market or the hand-painted ceramics sold in the narrow streets of the old town, while those who love modern architecture can wander the streets of Benidorm, the tourist-residential district called the "Manhattan of the Mediterranean" for the concentration of skyscrapers that distinguish it.



ALICANTE, BETWEEN HISTORY AND LEGEND



The history of the origins of the name of the city of Alicante is linked to an ancient legend, as evidenced by the spur of rock at the foot of the castle of Santa Barbara, which seems to portray a face and that projects the visitor into another era.

It is said that in ancient times, the city was dominated by a Caliph who had a daughter named Cântara, whose beauty and kindness were known from across the borders. There were many suitors, but only two managed to find the sympathy of the girl's father: Almanzor, general of the Caliph of Cordoba Hisham II, and Ali, a young man known for his beauty and his altruism.

The Caliph father of Cantara, unable to choose between the two, decided to give his daughter's hand to the man who had demonstrated their superiority in terms of strength and cunning.

Almanzor, taking advantage of a trip to India, promised the Caliph that he would open a trade route to the East, while Ali undertook to build an aqueduct to transport water from the mountains to the city.

The latter used to work singing love songs and Cântara, who listened to him secretly, began to fall in love with him.

The young woman hoped that Ali would be able to finish the aqueduct before Almanzor

returned, who, on the contrary, soon landed in the city with a ship loaded with spices and thus obtained the girl's hand from the Caliph.

As soon as Ali heard the news, he threw himself into a ravine.

Driven by grief, Princess Cântara followed the same fate as her beloved.

Not forgiving himself for not understanding his daughter's feelings, the Caliph died of a broken heart.

The city and the Saracen court, upset by these painful deaths, decided to rename the city with the name of Alî – Cântara, in memory of the two young lovers.

ECOBLOC® ERGON KL HC

BIG BOTTLES, BIG SAVINGS

WITH THE INTEGRATED ECOBLOC® ERGON KL HC SYSTEM PROPOSED BY SMI, THE ENTIRE WET PART OF THE FILLING LINE IS GROUPED INTO A SINGLE SYSTEM, WHICH PERFORMS THE FUNCTIONS OF STRETCH-BLOW MOULDING, FILLING AND CAPPING.

THIS COMPACT AND FLEXIBLE SOLUTION OFFERS NUMEROUS ADVANTAGES IN TERMS OF REDUCING PRODUCTION COSTS, SINCE THE SYSTEM DOES NOT REQUIRE THE PRESENCE OF A RINSER.



Producing and filling PET containers with a large capacity of up to 10 L, all with a single machine, is increasingly the optimal solution for producers of mineral water and table oil.

With the integrated ECOBLOC® ERGON KL HC system proposed by SMI, the entire wet part of the filling line is grouped into a single system, which performs the functions of stretch-blow moulding, filling and capping.

This compact and flexible solution offers numerous advantages in terms of reducing production costs, since the system does not require the presence of a rinser.

In addition, the ECOBLOC® ERGON system does not need conveyor belts between the blow moulding machine and the filler and the relative accumulation, thus guaranteeing a controlled and flexible production process.

All this translates into greater efficiency, for the management of the entire wet part of the bottling line by a single operator on an extremely compact surface, while improving the sustainability of production, thanks to reduced energy consumption.

Compared to other integrated systems



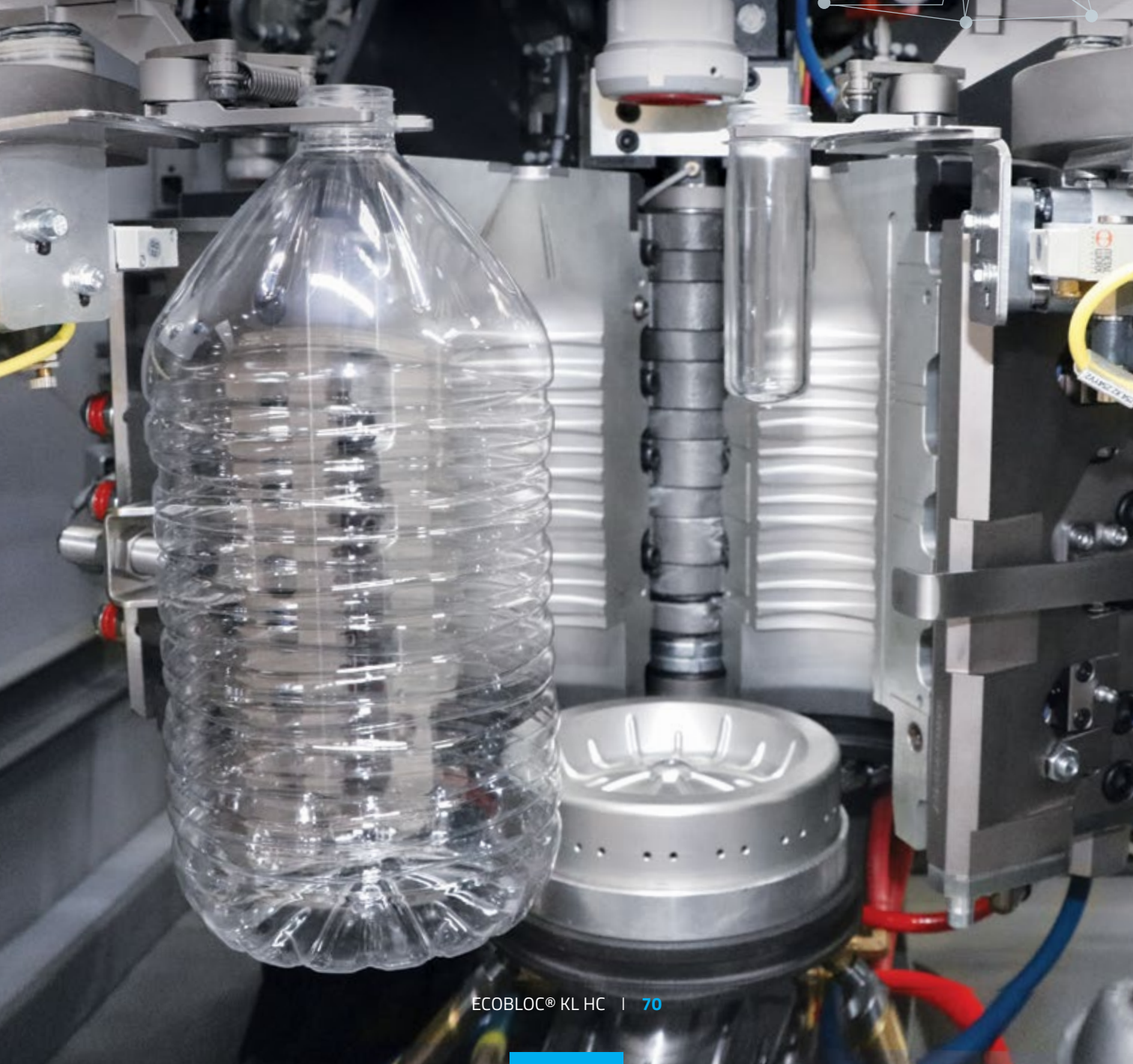
available on the market, the “combi” solution proposed by SMI offers a further advantage in terms of compactness of the structure, since the preform heating section and the stretch-blow moulding section of the machine are integrated into a single module.

The space-saving design of the ECOBLOC® ERGON range:

- easily adapts to small bottling lines
- reduces transport costs, because one container is enough to handle it
- lowers installation and start-up costs, since these operations can be carried out quickly and easily in a few days of work.



ECOBLOC® ERGON KL HC



GREEN SOLUTIONS FOR THE PRIMARY PACKAGING OF HIGH-CAPACITY CONTAINERS

In the food and beverage sector, container design plays a decisive role in enhancing the brand and reducing the carbon footprint of companies, which, more and more often, use containers and packaging materials with reduced environmental impact during production, use and disposal. The integrated ECOBLOC® ERGON KL HC systems are the ideal solution to produce and bottle liquid food and beverages at a maximum speed of 7,200 bottles / hour (depending on the characteristics of the container) in large containers, 100% recyclable, eco-sustainable, light and unbreakable, safe, with a high degree of hygiene and suitable for preserving the properties of the product contained in them.

Main advantages of ECOBLOC® ERGON KL HC system:

- The preform heating oven mounts a system of heat-reflecting panels in energy-efficient composite material, positioned both in front and rear of the infrared lamps responsible for heating the preforms. This system ensures a high reflection of the heat generated by the lamps and consequently ensures a more uniform distribution of heat over the entire surface of the preforms. An aluminium

diffuser is also integrated inside the oven to ensure optimal temperature control and thus avoid overheating problems.

- The stretch-blow moulding section is equipped with an "AirMaster" two-stage air recovery system, which allows the basic air recovery system to be combined with a second circuit to recover and recycle part of the air coming from high-pressure blowing. This guarantees significant savings on the energy consumption of the compressor.

- The stretch-blow moulding unit is equipped with a motorised rod system controlled by an electronic drive and without the use of mechanical cams, for precise management of the stroke of the stretch rod, an accurate control of its position and considerable energy savings compared to traditional solutions. This system allows you to change the stretch speed without mechanical intervention (replacement of cams).

- The mechanical group of the mold is equipped with its own motorization, which is responsible for performing with maximum precision the operations of ascent / descent of the bottom of the mould and opening / closing of the mould holder group.

- The machine adopts a system of high

performance valves and low dead volumes, which allows the reduction of energy and compressed air consumption. Optimisation of blowing cycles also ensures high operational efficiency.

- The insulation system between the dry area of the blow moulding machine and the wet area of the filler, guarantees the perfect separation of the two modules.

- The inlet of the filling product and the return of the washing product take place in the lower part of the machine through a ceramic manifold equipped with double gaskets (one sealing, one safety), complete with inspection light. This leads to the net separation between "wet" manifolds (CIP product and return) and "dry" manifolds (electric and pneumatic), as well as high durability.

- The filling and capping modules have a modular frame, with no welding and equipped with access doors to the structure made of tempered glass, highly resistant and durable over time.

- Filling module equipped with electronic gauges to ensure high filling accuracy.

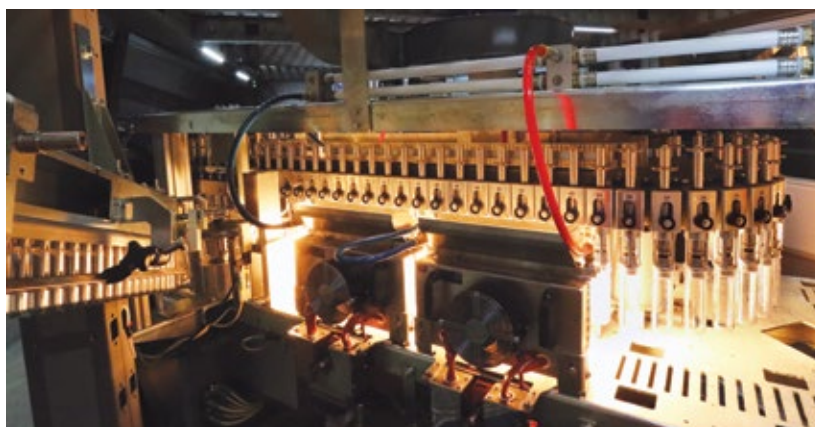
- The areas of the machine, in contact with the product to be bottled, are entirely made of stainless steel and glass, for a high level of hygiene.

- The optimisation of the arrangement of the carousels inside the frame has made it possible to obtain reduced blind spots, to the advantage of the productivity of the plant.

- Quick format change of bottle guidance equipment.

- Filling module mounts dummy bottles with automatic insertion to ensure a quick product changeover and reduce operator intervention.

- Reduced maintenance and management costs of the plant.



ECO-SUSTAINABLE CONTAINERS FOR LARGE PRODUCTIONS

From the point of view of size, “high-capacity” containers, such as 5, 8 and 10-litre bottles, are arousing growing interest from companies in the beverage sector, that are attentive to “green” and energy-efficient solutions for their plants.

The use of large bottles, allows to bottle a certain volume of product in a smaller number of containers, thus reducing the logistic, handling and disposal costs of the entire supply chain.

SMI has decades of experience, both in the construction of machines for the production of large capacity containers, and in the design of bottles that meet the functional and aesthetic needs of customers.

Thanks to an advanced CAD center for 3D design, SMI invests in innovative solutions to produce rPET bottles of all sizes and shapes, 100% recyclable, resistant, light and energetically “virtuous”.



NECK-IN-BOTTLE SOLUTIONS

SMI develops containers with an innovative design such as the “neck-in-bottle” stackable bottles, which, thanks to the particular shape of the hollow in the base, allow to:

- optimise the space on the pallet
- reduce packaging costs (no need for cardboard interlayers between layers)
- reduce transport and storage costs, thanks to the greater number of bottles on each pallet
- reduce waste: bottle packages are subject to fewer breakages during palletising
- improve the aesthetic appearance of the pallet, which is more compact and can have personalised graphics.



➤ SOLUTIONS FOR TETHERED CAPS

The anchored caps, which remain attached to the bottle after being opened, will become an everyday object for European consumers from 2024, when the EU Directive 2019/904 comes into force.

This new European Union measure, establishes the minimum percentage of recycled material that must be present in plastic bottles used for bottling beverages (25% from 2025 and 30% from 2030); moreover, it states that the so-called “tethered caps” on PET and rPET bottles must remain attached to the container, so that they can be recycled together with the bottle, avoiding dispersion in the environment.

Aware of the challenges that this new legislation poses to food and beverage manufacturers, SMI have studied a series of innovative solutions to produce rPET containers compliant with Directive 2019/904, supporting customers in choosing the type of bottle and tethered cap that best meets their specific needs.



NEW ELECTRO-PNEUMATIC VALVES FOR FILLING CARBONATED PRODUCTS



THE DEVELOPMENT OF THE NEW TAP, WITH ELECTRO-PNEUMATIC VALVES FOR FILLING CARBONATED PRODUCTS, STEMS FROM THE NEED TO OFFER BOTTLERS IN THE SECTOR, A VERSATILE MACHINE THAT MEETS THEIR NEEDS FOR REDUCING PRODUCTION COSTS AND SAVING ENERGY.



Filling is the most important phase of the entire bottling process, since quality, hygiene and the preservation of the characteristics of the product depend on this operation.

ENOBERG SRL, an SMI Group company specialised in the production of filling machines, continuously invests in research and development of innovative and cutting-edge solutions to meet the needs of flexibility, reliability and ease of use required by displaced customers all over the world.

The new valves offer the advantage of allowing automatic adjustment of levels between different formats, by intervening directly from the HMI operator panel. It is an extremely versatile and advantageous solution, also from the point of view of plant management and maintenance.

The strengths of the new ENOBERG tap are:

- compared to the previous version, the new valve allows soft drinks and carbonated water to be filled at a higher temperature, thus decreasing the costs for cooling the product
- pressurisation channel separate from the decompression channel, to ensure greater product stability
- self-levelling function, which ensures high filling accuracy
- automatic adjustment of levels between different formats can be performed directly from the HMI panel
- product tank of small dimensions and easily washable
- possibility to process containers in glass, PET and aluminium
- "Vortex" system integrated into the tap to divert the filling flow on the sides of the bottle
- easy management and maintenance
- configurations available up to 88 valves.



SMI ASIA SERVICES

Since 2012, SMI has been present in South-East Asia with the subsidiary SMI ASIA SERVICES SDN BHD, established with the aim of responding promptly and effectively to the increasing needs of the numerous customers in the area. Competence, professionalism and availability of the commercial and technical staff, currently composed of 21 people, are the key factors that underlie the activity of the branch, which is based in the city of Shah Alam, a few kilometres from Kuala Lumpur (Malaysia), in a 1500 m² structure used both as commercial and technical offices and spare parts warehouse.



Let's elaborate on the topic with Davide Danna, Managing Director of SMI ASIA SERVICES SDN BHD:

Q: What are the main reasons for SMI's direct presence in Southeast Asia through a local subsidiary?

A: Compared to 15 years ago, production facilities in Asia have become larger and larger and meet higher production speeds with 24-hour shifts running 6/7 days a week. With these work rhythms, the speed in delivering spare parts and offering a technical service on site, in the event of a breakdown, has become a necessity for all our customers. For this reason, when customers decide to invest in a new production plant, the after-sales technical assistance structure is one of the decisive criteria in the evaluation and choice of supplier. For this reason, SMI has invested in Asia to create an important base, which grows year by year, to meet all the needs of local customers.



Q: What are the main demands of the Asian market?

A: First of all, the speed of response to customers, both for the supply of spare parts and for service interventions. In Asia we have numerous customers who, over the years, have repeatedly purchased machines and plants and who today find themselves managing complete or partial lines (end of line) within which there are SMI machines of various eras and technology. The SMI ASIA branch is contacted more and more often by these customers for technical interventions related to audits, updates, upgrades, etc. which, allow them to obtain detailed reports on the state of wear and tear of the components within their plants, in order to promptly evaluate the possible order of spare parts, necessary to perform scheduled maintenance before facing the period of maximum seasonal production.

Q: What are SMI ASIA's responses in terms of investments?

A: SMI ASIA has never stopped investing in the local development of the branch that is based in Shah Alam and currently has a staff of 21 people. We have many technicians dedicated to after-sales assistance, several Project Managers (engineers engaged in the study and design of the complete lines of our customers), sales staff for the sale of spare parts, machines and complete plants and purchasing staff. Thanks to this organisational structure, today SMI ASIA provides a complete service, from the design of bottling and packaging plants to the commercial management of orders, from the installation of the plants supplied to the monitoring and maintenance of the same. To date, the SMI ASIA branch supports almost all of Southeast Asia, covering an area that includes the presence of over 1000 installed

machines. These continuous investments, have also allowed the Malaysian branch to have a large spare parts warehouse, with about 3200 codes of different parts for a total value of about 600,000 euros. In addition to the spare parts warehouse at SMI ASIA headquarters near Kuala Lumpur, our branch has invested considerable resources to strengthen its direct presence also in neighboring countries, setting up small spare parts warehouses and training local technicians in Thailand and the Philippines. We have also opened a subsidiary, PT SMI INDONESIA, in Jakarta.

Q: What are the consumer demands in terms of performance for bottling and packaging plants and in terms of service?

A: In terms of plant performance, Asian customers demand competitive price first, equally fundamental are the performance of the system and the speed of delivery and installation. As for the after-sales service, it is very important to be able to give immediate answers to their requests and needs. The company SMI ASIA SERVICES SDN BHD can boast of offering excellent service in terms of customer support, ensuring fast interventions and solutions, moreover, thanks to our presence on site, customers feel supported even when the offices of SMI's headquarters in Italy are

closed and can still count on our assistance 24 hours a day, including weekends.

Q: What is your opinion on current market trends?

A: Over the last 10 years in Asia, we have seen a sustained growth of aseptic plants as an alternative to "hot fill" lines, as a result of the fact, that the dairy products sector has become increasingly important. In the field of secondary packaging, on the other hand, the situation is more complex and "chaotic". In some countries, customers are increasingly moving away from shrink film in favour of cardboard, but in doing so, they face enormous problems due to the higher cost of the latter and its low availability. In other countries, however, we see the opposite, with customers who, for economic reasons, are switching from cardboard to shrink film. In general, the demand for multipack formats (2x2 or 2x3) in kraft cardboard is also growing. In any case, the wide range of secondary packaging machines proposed by SMI is able to give the most appropriate response to any market request, regardless of the packaging material chosen by the customer.



HAPPY BIRTHDAY SMI NOW!

This year SMI NOW magazine is celebrating 15 years of uninterrupted print and online publication.

It is an important anniversary for a publication which began in 2008, with the aim of telling the stories of customers who, for their ever increasing projects, have relied on the experience of SMI.

Year after year, in the INSTALLATION section we have talked about companies located all over the world, focusing on their origins and the main stages of their economic growth, without neglecting some small curiosities about the realities of the surrounding environmental and cultural contexts.

These fifteen years of the magazine, have also marked the uninterrupted developments of SMI, collected in the INNOVATION and INFORMATION sections, because, as the title we have chosen for our magazine says, every year is always a NOW to tell!



INTERPACK 2023

The "sold-out" of all the exhibition spaces confirms the strength of the event and its international attraction.

After 6 years of forced absence due to the pandemic, the world's leading "processing" and "packaging" fair, returns to Düsseldorf from 4 to 10 May 2023.

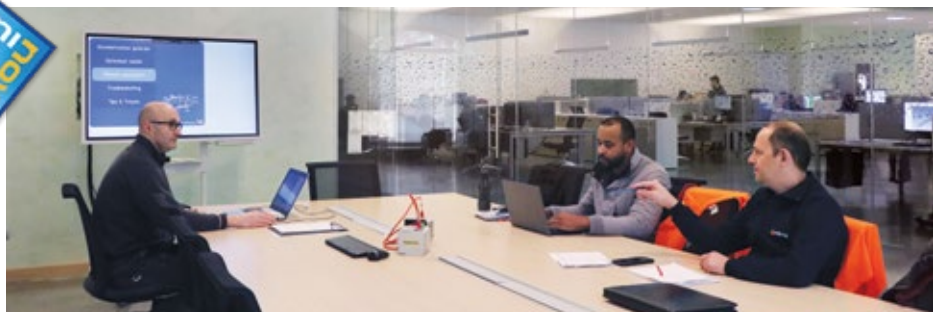
SMI is awaiting you at stand B15-Hall13 to present the latest innovations in the field of eco-sustainable secondary and tertiary packaging.



CORPORATE TRAINING FOR PRODUCTIVITY

It has now been established by everyone, that participation in training courses generates numerous benefits, for the company and human capital. Corporate training promotes the productivity of companies and increases the quality of work of employees. The SMI Training Center is not only responsible for updating the technical skills of the support service staff, but also offers customers a wide range of courses, to learn how to use to the end the functionality of the packaging machines and acquire more skills on the management and maintenance of the same. Based on an experience of over 35 years of activity, acquired in the design, construction and installation of bottling and packaging machines and

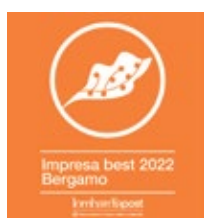
systems, SMI has developed a complete training offer, dedicated to a wide range of operators. The training courses are taught by specialised instructors, who use teaching programs based on a mix of theoretical training, conducted in the classroom with the help of different teaching materials, and practical training, in the machine assembly departments, so as to be able to immediately evaluate the implementation of the concepts illustrated in the classroom. The SMI Training Center also provides remote training courses, a solution that assists companies and people who have difficulty moving, but do not want to give up the benefits of knowledge, to increase and strengthen their professional skills.



AWARDS: 1000 BEST PERFORMER COMPANIES

On November 18, 2022, SMI participated in the event organised by Italy Post to reward the top 1,000 best performing companies in Bergamo.

The award ceremony, held at the Papa Giovanni XXIII Congress Center in Bergamo, was a unique opportunity to share experiences and strategies for continuous economic growth.



BERGAMO AND BRESCIA: CULTURE CAPITALS 2023

On January 22, 2023, on the occasion of the opening ceremony of the crowning of the cities of Bergamo and Brescia as "Culture Capitals 2023", the "Lights on – Confindustria Bergamo" was inaugurated.

This large artistic installation, created in Piazza della Libertà, in the centre of Bergamo; the work, conceived by the architectural firm Object of Common Interest (with offices in New York and Athens), expresses the enlightened entrepreneurial vision that, thanks to innovation, always finds new ways to resist the complexities of changing socio-economic contexts and draw new ideas and interconnections.

Technology, vision of the future and attention to sustainability, are some of the key elements of the installation, a symbol of the industrious soul of the territory of Bergamo and its province and of the continuous drive for innovation of its companies.

SMI INDIA HAS ARRIVED



At the Drinktec Mumbai trade fair in December 2022, SMI presented the new SMI India subsidiary to the Indian market, thus consolidating its presence in a fast-growing market. With a fleet of about 60 machines, including 3 rotary stretch-blow moulders, currently installed at relevant bottlers, it has become a priority for SMI to have a local facility to provide better and faster service to customers in India. In fact, already within the first weeks of activity (officially started on January 2, 2023), there were numerous requests for the supply of spare parts and "overhaul" visits of the machines in production. SMI India is not only a local office, but the symbol of SMI's commitment to the strong growth of the Indian market. After the initial presence in 2001 with SMI India Representative Office in Bangalore, and the subsequent collaborations with other partner companies, SMI has opted for a direct and structured presence in order to best serve this very important market. Led by Vithal Kalbate, a person with vast experience in the Indian beverage sector, SMI India Pvt Ltd, based in Goregaon (Mumbai), has a spare parts warehouse and local after-sales staff. Vithal Kalbate, a graduate in Chemical Engineering with specialisation in polymer chemistry and a master's degree in Business Management, has gained thirty years of experience in the polymer engineering, packaging and beverage sector.

In the last 13 years he has held important positions as director of important packaging machinery manufacturers. He has also been a promoter and speaker at specialised seminars for pioneering applications of PET in new sectors.

India's potential

India is set to overtake China as the world's most populated country by the end of 2023, with strong growth in private incomes and increased consumption making it a very attractive market. In addition to the sectors covered by industrial development plans, such as infrastructure and transport, energy and manufacturing, the breadth of the domestic market offers interesting opportunities in consumer goods, as well as throughout the food and beverage supply chain.



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