

A CHAT WITH THE CUSTOMER

→ **Luciana Rambalducci, CEO of Água Pedra Azul, and Juliana Rambalducci, Managing Director of Água Pedra Azul, explain how the family business has grown in recent years and why they decided to invest in a new SMI stretch-blow moulder.**



Q: Water is a source of life, health, and well-being. For over 30 years, Pedra Azul has worked with dedication and seriousness to take care of this precious resource. What are the key milestones of your success?

A: Since our inception, we have had a very clear goal: to take care of our customers through quality. This commitment comes from the values built in the family and proudly passed down from generation to generation. Our purpose and our values have been with us step by step since the beginning.

We believe that success is the result of genuine work that conveys these values to both our collaborators and our customers. Our product is what we are. Maintaining this consistency over time is what distinguishes our success.

Q: How important is sustainability for Pedra Azul?

A: Sustainability is an essential value and thinking about an increasingly cleaner future is part of our company's DNA. Caring for water, customers, partners, and the environment is a

unique and integrated commitment.

We believe that every initiative today contributes to shaping a tomorrow where consumption and conservation walk side by side.

For this reason, we have been pioneers in the State of Espírito Santo, by forming a partnership with the EU RECICLO brand, which promotes the transformation of recycled materials and strengthens the recycling supply chain. Currently, we are the only bottled water company in the state with a proprietary solar park. 40% of our energy comes from clean and renewable sources, and over the next few

→ **ON THE SIDE:** LUCIANA AND JULIANA RAMBALDUCCI AT THE FISPAL 2025 TRADE FAIR WITH PAOLO NAVA, PRESIDENT AND CEO OF SMI S.P.A., AND GUILHERME VIVONA, DIRECTOR OF SMI DO BRASIL LTDA

years, we intend to increase this percentage to 100%.

We have been using solar energy for a long time and continue to invest to expand this commitment to the environment.

Furthermore, we responsibly preserve the native forest around our sources and facilities, strengthening the care of the territory in which we operate because the future depends on sustainable attitudes, and Pedra Azul continues to do its part every day.

Q: What factors drove you to invest in a new SMI rotary stretch-blow moulder?

A: We were looking for a reliable technical solution, with proven results from other companies, that would allow us to achieve a new level of productivity and efficiency.

We were already familiar with SMI and, before making our decision, we wanted to look for some references in the market, which further strengthened our choice.

We knew that the solution offered by SMI would be innovative and pioneering in Brazil. The presence of the SMI do Brasil branch, with its local technical team, which guaranteed us complete support from installation to after-sales, gave us the necessary confidence to make the investment.

Q: How do you see the future of the mineral water market?

A: The consumption of mineral water is continuing to grow rapidly, with double-digit annual increases. In this scenario, sparkling water is gaining more and more space, driven by the public's preference for healthier and more natural products. In a context of easy access to information and greater awareness of health and well-being, consumers are looking for alternatives that take care of their mind and body, mineral water fits perfectly into these consumption habits that are destined to remain. Consequently, we believe that mineral water will play an increasingly important role in people's daily lives; a choice in line with health care and the enhancement of what is essential.

