

SMI UK & IRELAND

10 YEARS ASSISTING BRITISH AND IRISH CLIENTS

Since 2015, SMI has been consistently committed to providing its customers in Great Britain and Ireland with fast and efficient local support, both commercially and technically, to meet the needs of a rapidly evolving market.

SMI (UK & Ireland) is a company based in Manchester, a major logistical and industrial hub strategically positioned to assist the current and potential customers of the SMI Group and respond promptly to their service requests.

The staff, currently consisting of 6 people, coordinated by Paul McGovern, Sales Director of SMI (UK & Ireland), assists customers with commercial requests, technical enquiries, spare parts supply, maintenance, and new applications.

Competence and professionalism are undeniable strengths of the UK & Irish branch of the SMI Group, increasingly engaged in managing important projects such as the recent supply of secondary packaging machines to the Welsh company Radnor Hills to meet the needs for valuable and eco sustainable packaging solutions



INTERVIEW WITH PAUL MCGOVERN, BRANCH & SALES DIRECTOR OF SMI (UK & IRELAND) LTD.



satisfaction, but at the same time, it drives us to increase our commitment to always give our best for their present and future success.

Q: Customers and their needs change, how does SMI (UK & Ireland) adapt to this evolution?

A: We are in constant contact with our customers via our customer service department in Manchester, headed up by our Operations Manager, Karen Peel, and also physically by making customer visits. In 2023, we appointed a Business Development Manager, Mr Gary Whitmore. Gary has been busy making sure that we are meeting all of our customers needs in terms of their evolving requirements and what they need from our packaging solutions.

Q: In 2025, the UK branch of SMI will celebrate its tenth anniversary. Can you compare 2015 to today? How has the company developed?

A: In 2015 Mr Paolo Nava, SMI Group CEO, asked me to open an SMI Branch in the UK. At that time SMI had been servicing the UK & Irish markets remotely from Italy. Although historically SMI had sold a respectable number of machines in to the UK & Ireland market the overall business turnover in this area was gradually declining and for that reason SMI decided that opening the branch in the UK, in order to have a physical presence with UK based people managing existing and new customers, was the only way to increase our sales again and improve our customer service.

Q: Which are the main challenges you've faced in these 10 years?

A: The SMI world, and in general food & beverage packaging sector, is technically demanding. Attention to technical detail to fulfil customer projects successfully is possibly the biggest challenge that has faced us. Today, after 10 years, we are satisfied that we have achieved this in a positive way for our customers and we can see the results when they come back to purchase more machinery from us, this makes us very happy, but we always strive to do better for them. Moreover, we see the positive feedback from our customers every time they turn to us again to purchase more machinery; this aspect fills us with joy and

Q: Can you share some particular events/situation of this 10 years of activity?

A: During our 10 year history we have taken the SMI Group active machine install base from around 60 to over 200 in 2025. Over these past years, we have overseen the sales and installation of over 150 packaging, blow moulding and filling machines and conveyor lines, this makes our team very proud to have contributed in such an important way to the SMI Groups increasing presence in the UK & Ireland.

Q: What do you hope to achieve in the next 10 years? What are the objectives of SMI UK for the coming years?

A: As I mentioned earlier, the activity carried out by SMI (UK & Ireland) is highly technical. My job as the branch Director



is to make sure that the branch infrastructure is in place to ensure another 10 successful years. As this is something that takes time, we are putting it in place now. Over the last few years we have started to install complete blowing and filling lines in the UK & Ireland, something which the SMI Group has had great success with over the years elsewhere in the world, but the UK & Ireland has proven to be a difficult market to open up due to very strong competition. Now that we have managed to get some full line references and we are putting more technical infrastructure in place, then we see the business winning more full line contracts during the next 10 years, however, we will remain focused on providing high levels of service to our loyal existing customers who have been with us for over many years.

