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SMI celebrates 25 years of activity



SMI, a global player of hi-tech packaging machines and bottling plants, celebrates its 25th anniversary in 2012. The company can look with pride and satisfaction at the results accomplished since 1987: 25 years of technological innovation, product quality and reliability, customer care and huge investments in research & development projects. With over 35,000 packaging machines delivered worldwide and estimated sales revenues of 101.2 million euros in 2011, the SMI Group has proved to be

the ideal partner for many businesses operating in countless fields: food & beverage, chemical and pharmaceutical products, detergents, cosmetics and many more

The best way to celebrate this important anniversary is to look at the future with the same enthusiasm that has been guiding us since 1987" - states Paolo Nava, the SMI Group's President & CEO. "Our unshakable commitment to the development of new technologies and innovative solutions has been

awarded by our customers in terms of both turnover increase and worldwide market share growth over the years. The SMI Group has pioneered major breakthroughs in the packaging machinery sector without ever losing sight of product efficiency, customer service and continuous improvement of its own internal and international organization".

Today the SMI Group's companies invest about 6% of their turnover in R & D projects. Over the last years SMI has

been engaged in the design and manufacture of new products featuring two key factors: energy saving and system integration. The combination of these two major objectives has allowed the company to further improve its range of products by launching a new array of packaging and bottling machines with low environmental impact and capable of meeting the growing demand coming from the food & beverage market for eco-friendly solutions. ● (mi)

"The know-how we have acquired in 25 years of business is our true point of strength, which enables us to turn new technologies into new opportunities for our customers, while seeking to anticipate their demands." Paolo Nava, the SMI Group's President & CEO

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Great ideas, competent partners

The ability to automate all business processes from day one is a strategy that certainly plays a major role in the success of any enterprise. In order to be successful, transparency in a company's sales figures is essential, as the beverage market is characterized by its many points of sale.

Hispanics have become a big target for energy drinks

Hispanics have become a big target for energy drink formulations with Spanish names and regional flavors. Though it's plentiful with new entries, the category that offers its consumers a boost may have reached its peak.

Energy management in beverage production

It is increasingly vital for companies to put into place a more economical energy plan, as energy is one area in which huge savings can potentially be made. A company's top priority should not be low energy prices but rather cost reduction in order to lower total costs.



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