



DAIRY SECTOR
Maeil Dairy
Seoul, South Korea
» shrinkwrapper
SMI SK 600F
» combi packer
SMI CM 300



▪ THE MARKET OF DAIRY PRODUCTS

In line with the world trend, the consumption of milk/cheese products are growing exponentially also in Korea. The offer is wider and wider, diversified and ready to introduce on the market new products that do not only satisfy the tastes of consumers of all ages but also respond to the demand for healthy and well balanced eating. For this reason the milk-dairy industry must be dynamic in capturing the new nutritional habits and flexible in offering an ever wider product range meeting consumer's requirements and knowing how to propose a practical yet innovative packaging.

For Maeil Dairy Ltd, leading company in Korea, this later aspect covers an ever greater importance; packaging and the technological content of the machinery were in the spotlight when the "Youngnam" plant, located in Yeong Dong, decided to "restyle" the existing line and new SMI machines were installed.

■ From product diversification...

From its origins, the mission of Maeil Dairy has been to provide fresh and healthy products.

The passion for the product quality, for the attention to the consumer's health and requests have driven the company to launch a vast range of products on the market: milk (skimmed, with a high calorie content, with vitamins, calcium enriched), foods for infancy (like milk with cereals), fermented products (like liquid yoghurt, GG yoghurt, Biofeel, etc.) and soft drinks like Maeil sun-up, Caffè Latte, picnic and soya milk.

The sector of soft drinks is recording good developments and Maeil Dairy is progressively investing in production lines dedicated to this product sector. First and foremost, "Caffè Latte", a coffee (Arabica beans) and milk flavoured drink available in cans of different sizes, is the product that has been enjoying most success. The new "culture" of Caffè Latte in cans is not very recent in Korea.

The sale of this product by Maeil Dairy dates to the early 90s.

The market segment of Caffè Latte is becoming ever greater; for this reason the company has targeted the modernisation of its production line of Youngman plant where the production of beverages takes place.

■ A little bit of history

In Korea, Maeil Dairy Ltd. is one of the undisputed protagonists of the milk industry history.

Founded in 1969 with the government support, in the last 10 years the company has achieved remarkable goals, turning deserted landscapes into green pastures and setting up a sound base for the domestic milk industry. The research and development investments have given way to different training programmes for farmers, developing a real industry of milk and its by-products.

Today Maeil Dairy is leader in the sector not only in Korea but also abroad: its brands are recognised internationally and exported overseas.

■to packaging diversification

The enlargement of the 36,000 bph production line required the supply of an SK series shrinkwrapper, a CM series combined machine and a belt line to process loose and packaged product.

The SMI SK 600 shrinkwrapper packs "Caffè Latte" cans of different sizes (mainly 175 ml and 215 ml) and 240 ml cans of Energy drinks in double and triple lane, forming packs in film only of 4 and 6 cans respectively.

The packs are then conveyed to the SMI CM 300 combined machine, where they are packaged in formats of 24 cans in trays with shrink film.

The CM 300 combined machine also packs loose products in wrap around cardboard boxes and in tray+film.



The two machine models installed ensure Maeil Dairy a high packaging flexibility: soft drinks marketed by the company are available on the market in completely closed boxes or in tray with film, satisfying both logistics and marketing needs.

