

OSKAR SYLTE

IF THEY'RE ROSES, THEY'LL BLOOM!

THIS ITALIAN PROVERB IS USED PARTICULARLY TO ENCOURAGE THE CONTINUATION OF A JOB OR PROJECT WHOSE SUCCESS IS CONDITIONED BY LOGIC AND EVENTS THAT CANNOT BE PREDICTED.

IT IS QUITE UNUSUAL, THOUGH NOT IMPOSSIBLE, TO SEE ROSES IN SCANDINAVIA. HOWEVER, IN THE CITY OF MOLDE, NORWAY, ONE FINDS ROSES EVERYWHERE. THE CITY IS EVEN KNOWN AS THE "CITY OF ROSES", HIGHLIGHTING THE EXCEPTIONAL NATURE OF THIS FLORAL "PRESENCE", MADE POSSIBLE BY THE CLIMATE, WHICH CANNOT BE FOUND IN OTHER PLACES AT THE SAME LATITUDE. THIS BELOVED FLOWER IS PROUDLY DISPLAYED IN GARDENS, TERRACES, PATIOS AND BALCONIES AND APPEARS PAINTED, INLAID, CARVED AND DEPICTED EVERYWHERE, WITH ITS DELICATE FRAGRANCE, SO MUCH SO THAT IT HAS BECOME THE SYMBOL OF THE TOWN.

➤ SECTOR: WATER AND BEVERAGES

OSKAR SYLTE MINERALVANNFABRIKK A.S.
Molde, Norway
www.oskarsylte.no



VIDEO

- ECOBLOC® 10-66-10 HP LG-VMAG integrated system
- SK 602F Packer
- Conveyor belts
- Subcontracting: compressor, rotary labeller, inspection system; drying tunnel.



GEO LOCATION

MOLDE: ROSES AND TECHNOLOGY

The most valuable rose in the Norwegian town of Molde bloomed in 1929 and continues to flourish year after year, becoming ever more precious and unique to the local landscape. This is the Oskar Sylte company, which produces and bottles mineral water and soft drinks, and is famous in northern Europe for its pineapple soda. Like the roses in Molde, the company has grown well, thanks to the founders' ability to constantly adapt to market

situations, investing in technology to deliver increasingly competitive and appealing products. For the modernization of its bottling line of fruit-flavoured beverages, sold under the brand name Brus, the company has relied upon the bottling and packaging solutions offered by SMI, including an integrated ECOBLOC® LG-VMAG series blowing, filling and capping system, an SK 602F shrink-wrapper, conveyor belts and sub-contracted machines.



OSKAR SYLTE MINERALVANNFABRIKK A.S.



Year founded: 1929



Production facility: Molde - Norway



Turnover: € 12,770,000



Main products: Brus brand soft drinks in pear, lemon, raspberry, and other flavours. Pineapple soda is the most famous of these



Employees: the company employs 70 people





DIVING INTO HISTORY

The history of Oskar Sylte Mineralvannfabrikk AS is closely linked to its founder, the Norwegian, Oskar Sylte (1907-1976). He came to the city of Molde at a young age, worked as a messenger for different local companies before starting a fish and ice vending business. Shortly after, becoming the owner of an ice house in Romsdalsmuseet that allowed him to deliver fresh food to tourists. After a few years of good business and earnings, the fish industry began to experience a downturn so, at the age of 24, Oskar Sylte bought some machinery to undertake soda production in the old Meiergården factory in Molde. At first, the factory also produced beer, but later the decision was made to concentrate exclusively on the production of soda.



During World War II, the bombing of the city of Molde also had an impact on the Oskar Sylte company and its business in the Kirkebakken district. In the post-war period of reconstruction, the Norwegian company moved to new headquarters in the Vektergata area. In 1973, production was transferred to a large factory outside of town in the area of Årø; this decision drew a lot of criticism from people who thought it unrealistic and naive to build a large plant there, but in the following years the strong growth in production and sales, again proved Oskar Sylte right, and today the plant has doubled compared to its original size.

In 1990, Oskar Sylte Mineralvannfabrikk AS signed an agreement with Ringnes, Norway's largest beer producer. After 27 years the cooperation agreement with Ringnes (now part of Carlsberg) came to an end on 1 June 2016. Subsequently, Oskar Sylte was in need of new reorganization that would safeguard its know-how and lay a solid foundation for the further expansion of its product range and sales.



Today Oskar Sylte is a modern company equipped with the latest technologies that has successfully weathered unfavourable market situations and profound restructuring and reorganization processes over the years, such as the reconstruction after the bombings of World War II. More recently, however, for the modernization of its bottling line of fruit-flavoured

beverages sold under the brand name Brus, the company has relied upon the bottling and packaging solutions offered by SMI, including an integrated ECOBLOC® LG-VMAG series blowing, filling and capping system capable of producing 20,000 bottles per hour, an SK 602F shrink-wrapper, conveyor belts and sub-contracted machines.



From the left side: Oskar Dag Sylte Junior, Ingunn Sylte and his father Oskar Dag Sylte Senior are making a toast with a bottle of Brus.



SOLO: THE NORWEGIAN SODA

Solo is among the most famous and popular soda brands in Norway and is a beverage made with orange juice that has a light-yellow colour and refreshing taste. The recipe of the drink comes from Spain (its name, in fact, comes from "Naranjina Solo", which means "only oranges") and was introduced to the Scandinavian country in 1934 by Torleif Gulliksrud, who worked at the brewery in Tønsberg. Oskar Sylte was also one of the founders of Solo. The success of this product on the market was immediate, so much so that in the 1960s Solo soda even surpassed Coca-Cola as the best-selling soft drink in Norway. Over the years the original drink has also seen the addition of Solo Super (a low-sugar variant), Solo Sunset and Solrik. In Norway, soda consumption was about 110 litres per person per year in the period 2008-2016 and the non-alcoholic beverage market recorded a growth of 0.7% per annum. Oskar Sylte has produced the Solo beverage in cooperation with the Norwegian company Ringnes, since the beginning in 1934.



SMI SOLUTIONS FOR OSKAR SYLTE



The SMI systems supplied to Oskar Sylte were designed according to innovative criteria to achieve highly efficient levels of production and significantly reduce energy consumption and the customer's Total Cost of Ownership (TCO). The ECOBLOC® 10-66-10 HP LG-VMAG system is the ideal solution for the bottling of still and carbonated drinks on high-speed PET lines, thanks to the integration of the stretch-blow moulding, filling and capping operations into a single "block". Such a configuration, in fact, does not require a rinser, or air conveyors between the blower and the filler or accumulation belts, with considerable advantages in economic and maintenance terms.



➤ ECOBLOC® 10-66-10 HP LG-VMAG INTEGRATED SYSTEM

Functions: stretch-blow moulding, filling and capping of 0.5 L and 1.5 L PET bottles of Brus brand drinks.

Advantages: it is an eco-friendly solution with low energy costs, thanks to the use of several innovative technologies: the "baseless" configuration of the filling module ensures less water consumption for the washing and cleaning of the machine, the preform heating module is mounted with energy-efficient IR lamps, the stretch-blow moulding module is equipped with an air recovery system that helps reduce the energy costs of producing compressed air at high pressure.

SMI's ERGON ECOBLOC® integrated systems use the latest generation of filling technologies to enable fully-electronic handling of the filling process, selection of the processing parameters directly from the operator's panel and faster and easier format switching.

In addition, the filler and capper motorisation and transmission systems are located in the upper base of the machine, perfectly dry and insulated from the work area.



➤ SK 602F SHRINKWRAPPER

Containers packaged: 0.5 L and 1.5 L PET bottles.

Packages made: 3x2 and 4x3 packs of film only on a double lane (0.5 L PET bottle) and 2x2 and 3x2 packs of film only on a double lane (1.5 L PET bottle).

Advantages: the automatic packaging machine is equipped with an electronic separator, automatic changeover, reel-lifting trolley, and centering device for printing on film. This is the ideal solution for the quick switching of pack collation, and alternating between 0.5 L and 1.5 L film-only packaging on a double lane.

This shrink-wrapper is equipped with the optional "heated-blade film reel splicing system" device, which allows the automatic joining of the edges of film reels without stopping the machine; it offers safe and fast operation for printed and non-printed film with reference mark and non-stick film.



➤ CONVEYOR BELTS

Function: handling of empty, loose and packaged bottles.

Advantages: the SMI bottle and pack conveyor systems installed on Oskar Sylte's bottling line ensure highly-efficient production standards. In fact, these latest generation automation and control solutions ensure that the handling process flows smoothly and continuously, providing the utmost operational flexibility of the production facility and allowing effective management of sudden changes in product flow due to unforeseen situations in the operation of the individual machines.



AROUND OSKAR SYLTE

The city of Molde is located on the north shore of the Romsdalsfjord, a fjord that opens into the Norwegian Sea, and has a beautiful view of the peaks on the southern shore of the fjord south-west of the country. The city is known for the beauty of the nature that surrounds it, including the "Molde Panorama" with its 222 mountain peaks.

Molde is a modern city, active in various areas of production and full of cultural initiatives, such as the International Literature Festival (Bjornson Festival) and the annual Jazz Festival (Molde International Jazz Festival). The city is also known for the Atlantic Road (Rv64), one of the most panoramic routes in the world. At 8.3 km long, this road is built on eight low bridges, which connect a small archipelago

of islands, and in 2006 was voted the Norwegian engineering feat of the century (it is the most visited scenic road in Norway, after the Trollstigen Road). The Trollstigen Road, or "The Troll Footpath", is a unique and fascinating natural scenic route, consisting of 11 hairpin bends that climb with an average gradient of 12% up to Stigrøra, the highest point on the route located 858 metres above sea level.



#MOLDEJAZZ

EVERY YEAR, IN JULY, THE NORWEGIAN CITY OF MOLDE HOSTS THE MOLDE INTERNATIONAL JAZZ FESTIVAL (MIJF), ONE OF THE OLDEST JAZZ EVENTS IN EUROPE (THE FIRST EVENT WAS HELD IN 1961) AND CERTAINLY ONE OF THE MOST FAMOUS MUSICAL EVENTS IN SCANDINAVIA. FOR THE WEEK OF THE FESTIVAL THOUSANDS OF PEOPLE DESCEND ON THE TOWN TO ATTEND NUMEROUS JAZZ, BLUES, POP AND ROCK CONCERTS BY THE MOST FAMOUS ARTISTS IN THE WORLD. PAST EVENTS HAVE SEEN THE LIKES OF JAZZ LEGENDS SUCH AS MILES DAVIS, BILL EVANS, JACO PASTORIUS, CHICK COREA, ART BLAKEY AND MANY OTHERS, AS WELL AS TRUE STARS OF BLUES, POP AND ROCK, SUCH AS BOB DYLAN, ERIC CLAPTON, PATTI SMITH, BB KING, JAMES BROWN AND STING.