

BEBIDAS INTERNACIONALES BEPENSA

- **SECTOR BEVERAGES**
BEBIDAS INTERNACIONALES BEPENSA S.A. DE C.V.
Santiago de Querétaro, Mexico
www.bepensa.com
- Packer SK 602T ERGON
- Conveyors
- Palletiser APS 3090 ERGON



GEO LOCATION



In the city of Santiago de Querétaro, most commonly called Querétaro, the fascinatingly unique, urban architecture, which is a mixture between a big city and a clean and tidy provincial environment, strikes you straight away, it invites you to slow down, to sit on a bench and watch the life of the “Queretense” roll by. This magical atmosphere can be felt while walking through the city, along the abandoned rail tracks, and on the river banks or in the coloured streets of the historic city centre, the magic continues through the night, with the lights from the houses shining on the typical, flowered balconies and it can even be felt during the jazz or classical music concerts that bring joy to the city centre. The magic can also be found in the history of the city, as it was here, two hundred years ago, when the movement for independence from Spanish colonialism began. However, the real magic of Querétaro is that which makes the rhythm of daily life slow down, to have a break and to taste a refreshing cocktail, even better if it is ready to drink, like the “Caribe Cooler” produced in Querétaro by Bebidas Internacionales Bepensa S.A. de C.V. This Mexican company needed to automate its secondary and tertiary packaging process, so it turned to SMI, with which it had been collaborating since 1998, for the supply of a new SK 602T ERGON shrink wrapper and an APS 3090 ERGON automatic palletiser.



READY-TO-DRINK 100% MEXICO



Caribe Cooler, is a brand of flavoured alcoholic beverages with relatively low alcohol content, there are lots of different recipes and mixtures which are able to satisfy the many different tastes of its consumers, it is 100% Mexican and belongs to the "ready to drink" category. The Caribe Cooler brand, which has been on the market for almost 30 years, is part of Bepensa, an important Mexican group with headquarters in the city of Mérida, in Yucatán, who took it over from the French spirit company Pernod Ricard in 2015. This transaction allowed the French group to concentrate on its wine and spirits brands, while Bepensa continues to develop the Caribe Cooler brand on the Mexican market.

➔ TODAY CARIBE COOLER IS IN FIRST PLACE WITH "READY-TO-DRINK" BEVERAGES IN MEXICO AND IT IS VERY POPULAR, ABOVE ALL WITH THE NEW GENERATIONS, WHO CONSUME AROUND 60% OF THE BRAND'S BEVERAGES.



➔ A YOUNG PRODUCT FOR YOUNG CONSUMERS

Caribe Cooler believe that the new generations, lovers of sweet, low alcohol beverages, represent the potentiality to increase the sales of ready-to-drink products, furthermore, the use of this category of beverage is being promoted widely through the main digital channels and social media, and on which the Mexican brand is counting enormously, with its advertising campaigns that highlight how fresh the product is. The take over of Caribe Cooler from Pernod Ricard by Bepensa, brought about a series of continual innovation, in the flavours, the brand and the way that it is presented to the market, starting from the 300ml glass bottle. The growth of RTD (ready-to-drink) products on the market goes hand in hand with the social changes around the world, the habits of young people, the request to be able to drink a good cocktail, even at home without having to think about all the ingredients that are needed to create a drink with a unique taste. Caribe Cooler has an ambitious "mission" that of giving everyone a perfect cocktail, that can be drunk anywhere and in every occasion among friends, from an aperitif to an after dinner drink.



FRESH AND READY TO DRINK!

The category of ready to drink alcoholic beverages is growing all around the world. The launch of new products has increased by an average of 25% over the last three years. Companies within this sector, like Caribe Cooler, are developing products with new tastes that reflect the regional tastes of consumers and satisfy the most varied requests. The main element of the taste and flavours, of the wide range of products by Caribe Cooler, is the freshness, this is created by using ingredients that are able to ensure and enhance the essence of the fruits it contains. The flavours, which have a very expressive personality and a characteristic taste, range from combinations of tropical fruits and traditional flavours like strawberry, peach, mango-pineapple and apple-kiwi, these can be used on their own or as a base to create other delicious drinks. As an invitation to increase consumption, they have produced a book with different recipes to create cocktails and mixes with other beverages or fruits that enhance the product itself.



Caribe Cooler pays great attention to the consumer's preferences and palate, so much so, that the Mexican company is continually modernising and developing new refreshing beverages with a mixture of alcohol (4.7%).



A NEW FACTORY FOR THE NUMBER ONE RTD BEVERAGE IN MEXICO



to the high growth of consumption in the food and beverage sector, that they had to move to their current site inside the Benito Juárez Industrial Estate, which has an area of 92.000 m² and is home to the activities of the divisions of Bepensa Motriz and Bepensa Industrial. Caribe Cooler is one of the 202 companies within the food and beverage sector, present in the State of Querétaro, that hold a leading position in the production of spumante wine at a continental level. This plant of this Mexican company uses latest generation "green" technology, like materials that exploit sunlight during the day, and natural gas, considered to be clean fuel, to generate steam. On the other hand, sustainability is the fundamental topic for all Grupo Bepensa, which every year has a very detailed program, to promote healthy lifestyles in the company and it places itself as a cutting edge reality, which is an example to inspire future generations to have a more healthy and balanced lifestyle. All this has allowed the company in Querétaro to earn the "Great place to work" award (see photo below right).

The Caribe Cooler bottling plant in the city of Querétaro, was opened in November 2016 and was the result of a 250 million pesos (around 12.7 million dollars USA) investment, which was necessary to allow Bepensa to produce 11 million boxes per year, strengthen its presence on the market and create a large number of jobs in the state.

During the inauguration, the General Manager at Caribe Cooler, Gerardo Ruibal Flores, announced that the opening was part of medium term development plans, which foresee that the company will expand with a number of production establishments to satisfy internal requests and also to export to other countries. The history of Bepensa in the State of Querétaro began in 1997, but it was only in 2010, due



BEBIDAS INTERNACIONALES BEPENSA

-  **Years of activity:** 70
-  **Turnover:** around \$ 1.7 billion
-  **Collaborators:** 14,500 people
-  **Number of brands produced:** 59
-  **Countries where it is present:** 3



BEPENSA: TOGETHER TO MAKE THE COUNTRY BETTER FOR EVERYBODY

Grupo Bepensa was founded in 1946 at Mérida, in the Mexican state of Yucatán, by Fernando Ponce G. Cantón. Today, Bepensa is a multinational group, with 49 companies grouped together in five sales divisions: beverage, industry, motors, financial services and Caribe Cooler. Overall the group has an annual turnover of around 34.2 billion pesos (that is around 1.7 billion dollars USA) and directly employs 14,500 person (plus another thousand in related sectors), it has production plants in Mexico, in the USA and in the Dominican Republic. Its 59 brand products, many of which are global leaders in their category, aim to satisfy the requests of over 350 thousand customers and millions of consumers in Mexico, in the USA and in the Dominican Republic. The penetrating sales strategy that they adopt, has allowed them to cover practically all Mexico and the Dominican Republic, through more than 1,500 sales

and distribution points. In the "beverage" sector Grupo Bepensa is organised into two important divisions:

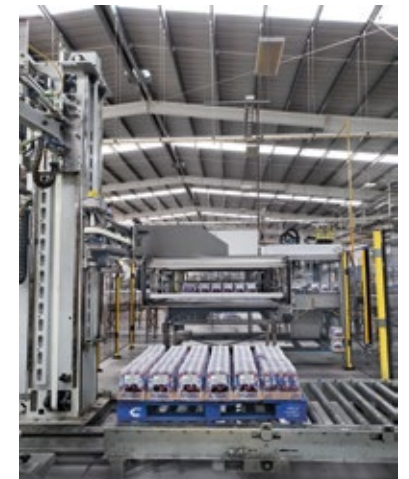
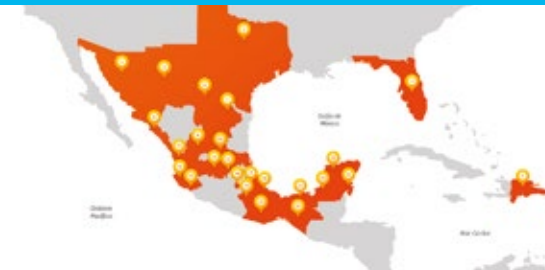
- **Bepensa Bebidas**, has 3 bottling plants for soft drinks and 17 plants for water, with a total of 28 production lines. This division produces, sells and distributes a portfolio of 34 brands belonging to the American firm The Coca-Cola Company, refreshing soft drinks and non-carbonated beverages that are suitable for every taste and in every occasion.
- **Bepensa Spirits**, was created from the need to strength growth in the spirits sector and to increase the portfolio of products in that segment. This division (ex Bepensa Caribe Cooler) produces, sell and distributes, on a national level, the products under the Caribe Cooler brand, which dominate the "ready-to-drink" category with its wide range of seven flavours and various special editions.

↓ FROM LEFT TO RIGHT: DAVID ARGAEZ, SUPPLY CHAIN MANAGER AT BEPENSA; SERGIO PÉREZ, AREA MANAGER AT SMICENTROAMERICANA AND HUGO JUÁREZ, MAINTENANCE CHIEF AT BEPENSA.



➤ HISTORY THAT GUIDES THE FUTURE

From the start of its activity in 1946, Grupo Bepensa has always been ahead of its time within the sectors where it works, thanks to the vision, leadership and business ability of its founder Fernando Ponce G. Cantón. Every single activity rotates around five strategic pillars: the people, safety, financial regulation, customer service and company responsibility, while at the same time taking into consideration values like respect, loyalty, integration, innovation, leadership and excellence. Today, after four generations, the Mexican company is proud of the results of its challenges, of the recognition from its partners and the appreciation from consumers in the territory where it is present. Bepensa's aim today, is to be a high performance organisation, which offers quality service and products, and which, through its motivated team, the innovations that it has introduced and the technology used, contributes to the wellbeing of society and generates profits for its own development.





SMI SOLUTIONS FOR BEPENSA



A phenomenon that characterises how new generations consume can be seen by the marked growth of RTD (ready-to-drink) products, or rather bottled beverages that have been pre-mixed with low grade spirits. For the secondary and tertiary packaging of 0.33L and 0.75L glass bottles, under the Caribe Cooler brand, Bepensa needed highly flexible and reliable, automatic machines, that can quickly switch from one pack format to another, the same importance, was also given to the quality of the appearance of the final pack and the reduction of costs in energy consumption. For these reasons the machines supplied by SMI to the Mexican company at Querétaro are equipped with optional devices which guarantee the high quality aspect of the packs intended for sale, a high level of eco-sustainability within the production processes and significant energy savings.



➤ SHRINK WRAPPER SK 602T ERGON

Packed products: 0.33L and 0.75L glass bottles.

Packs worked: the 0.33L bottles are packed in formats of 4x3 tray+film in twin lane; 3x2 film only in twin lane and 6x4 tray+film. The 0.75L bottles are packed in formats of 4x3 tray +film and 3x2 pad+film in twin lane.

Main advantages:

- machine equipped with hot blade sealing, additional cooling system and mesh metal tunnel chain
- packer equipped with continuous motion pack formation, this ensures a smooth production process, without any jerking movements, which protects the containers from strikes and guarantees greater reliability, better pack quality and a reduction of mechanical wear and tear
- fast easy format changeovers : ideal solution to quickly switch from one pack format to another, alternating the production of different types of pack
- high operational flexibility: the SK 602T ERGON shrink wrapper installed at the Bepensa plant can pack 0.33L and 0.75L glass bottles in pack formats of film only, tray+film, pad+film, in single lane or twin lane. Having only one packer that is able to wrap numerous pack configurations, is without a doubt, an advantage from an economic point of view, as it quickly and easily adapts the production plant to the ever changing requirements of the company
- the SK ERGON shrink wrappers can be equipped with additional devices, which increase the basic functions and allow greater efficiency. Among these, is the innovative "film welding device with heated blade" which allows the two ends of the two rolls of shrink film mounted on the machine, to seal together without stopping production. A few seconds before this operation, the machine slows down to allow the system to automatically splice the two ends of film (printed or plain with reference mark) then it sets off in full production. Compared to traditional hot welding systems, this device considerably reduces energy consumption and maintenance, as it is not necessary to keep the sealing rollers at temperature, it also improves the sealing precision of the two edges of the roll of film printed or plain with reference mark
- the shrink tunnel on the SK ERGON shrink wrappers is supplied with a metal mesh chain, a solution which ensures improved film grip beneath the pack

➤ CONVEYORS

Function: carry loose glass bottles towards the automatic SK 602T ERGON packer and carry the packs from the SK outfeed to the APS 3090 ERGON palletising system.

Main advantages:

- the loose product conveyors guarantee constant, smooth movement
- changeover times reduced to minimum, for quick switch from one production to another
- simple maintenance operations
- use of high quality components and materials that are resistant to wear and tear, to ensure that the packs remain intact
- at the tunnel outfeed of the shrink wrapper there is an additional conveyor which, thanks to a specific fan, quickly cools the shrink wrapped packs to obtain immediate stiffening, this system stops the packs from becoming deformed at the outfeed, especially while being carried by the conveyors and during palletising operations.

A WORD WITH THE CUSTOMER

→ INTERVIEW WITH DAVID ARGAEZ, SUPPLY CHAIN MANAGER at Bebidas Internacionales Bepensa S.A. de C.V.



Q: Thanks to Caribe Cooler, Grupo Bepensa is the number one producer in Mexico, for ready to drink beverages. What is the secret of this success?

A: The key to the success of our group is tied to a series of strategic columns and fundamental values that characterise all the activities at Bepensa: integrity, leadership, respect, innovation and loyalty, are all essential conditions that contribute to the well-being of the company and its employees. The company's success also depends on the strong spirit of innovation, from the commitment to offer excellent products and services, and from its open, flexible attitude that allows it to immediately face market changes.

Q: What are the current market trends in terms of "packaging"?

A: Bepensa always concentrates on the consumers' requirements and their satisfaction, which is the reason why, even for the "packaging" of our products we use varied solutions, aiming to make the experience of consuming our products, a pleasurable, comfortable event which can be shared with others and is economically accessible to a large segment of the population, without overlooking the importance of supplying our drinks in eco-compatible packs that are easily recycled.



Q: How important is it for Bepensa that SMI be present with a local team in Mexico?

A: SMI's decision to open a branch in our country, with expert technical and sales staff, is vitally important for our company, because with them being just a short distance from our factories (less than 3

hours by car) they guarantee immediate, constant service, above all when there is a breakdown or if we need spare parts, which reduces the stress to our technical and production teams.

Q: Caribe Cooler has a modern factory equipped with cutting edge technology. What role does the partnership with SMI have, regarding innovation?

A: The collaboration with SMI is extremely important for the success of our company, as the "made in Italy" technology that this company has developed in over 30 years, has given us highly efficient machinery and equipment. The partnership with SMI is not only for the supply of highly technological plants, but it involves many other aspects such as technical consultation, and sales and after sales support. The project that led Bepensa to buy a new SK 602T ERGON shrink wrapper involved many people from SMI, in particular Sergio Pérez Cuadra and Luis Quezada from the Smicentroamericana branch in Mexico City, thanks to their continual support, the relationship between the two companies is much stronger and it has become a strategic partnership for today and tomorrow.

→ AUTOMATIC PALLETISING SYSTEM APS 3090 ERGON

Packed products: packs of 4x3 0.33L and 0.75L bottles in tray+film; packs of 4x6 0.33L bottles in tray+film and packs of 3x2 0.33L and 0.75L bottles in pad+film, coming from the SK 602T ERGON shrink wrapper.

Pallets worked: 1016x1219 mm pallets (USA pallet).

Main advantages:

- equipped with central column activated by brushless motors, which guarantee high level of reliability, reduced maintenance operations and low running costs guaranteeing that all the operating axes have precise, dynamic movements
- simple, intuitive man-machine interface that allows the operator to quickly and easily manage all the operations of end of line palletising
- low running and maintenance costs
- easily integrated into the packaging lines existing or new installations
- PLC that monitors the accurate functioning of all safety devices present, integrating their performances, and creating an area of safe intersection within the machine perimeter, allowing reduced down time, in case of an emergency or during pallet loading.

