

WHEN HISTORY, TRADITION AND ENVIRONMENT COME TOGETHER, EMBRACING MAGICALLY, THEY GENERATE SOME OF THE BEST PRODUCTS IN VITICULTURE. THIS IS WHAT HAPPENED IN ALSACE THE FRENCH WINE REGION, WHICH IS ONE OF THE MOST FAMOUS FOR ITS WHITE WINES ALL OVER THE WORLD. IT WAS HERE, FROM THE MAGICAL COMBINATION OF THIS UNIQUE LAND AND THE PASSION FOR WINEMAKING, THAT THE HENRI EHRHART WINERY WAS FOUNDED. THIS FAMILY RUN COMPANY, WHICH HAS STRONG TIES TO THE LAND, HAS GAINED AN IMPORTANT POSITION AMONG WINE MAKERS IN ALSACE, THANKS TO ITS ABILITY TO LOOK TO THE FUTURE, ITS CONTINUAL TRANSFORMATION AND BY TAKING GREAT CARE OF ITS CONSUMERS. PASSION, WORK AND RESPECT ARE THE FUNDAMENTAL VALUES FOR HENRI EHRHART, WHO, WITH THE AIM OF OFFERING ONLY THE BEST PRODUCTS TO ITS CUSTOMERS, CHOOSES HIGH LEVEL SUPPLIERS AND PARTNERS TO CREATE STRONG, TRANSPARENT RELATIONSHIPS. FOR EXAMPLE, DURING THE RECENT MODERNISATION OF THE BOTTLING AND PACKAGING LINE AT AMMERSCHWIHR, THE FRENCH COMPANY REQUESTED THE COLLABORATION OF SMI, WHO THEN INSTALLED A NEW WRAP-AROUND CASE PACKER, THE WP 400 ERGON.

➤ **WINE SECTOR**

HENRI EHRHART S. A.
Ammerschwahr, France
www.henri-ehrhart.com

➤ Wrap-around case packer WP 400 ERGON with PID and conveyors



GEO LOCATION

HENRI EHRHART

LOVE OF WINE: A FAMILY TRADITION

The Henri Ehrhart winery gets its origins from the family's love of wine and wine making, which was handed down from father to son for eight generations, until 1978, when Henri Ehrhart decided to turn it into a business enterprise and founded the Ehrhart Ammerschwih SA company in the heart of Alsace, in an area where you can find the best land to produce quality wines. It was from here that the strong ties to the land were formed, which continue to weave the history of the "maison" and that highlight the steps of its growth. Among the most important of these, we need to highlight the building of the new 900 m² factory in 1990, this was then

expanded to 2.700 m² in 2008, until it finally reached its current size of 4.700 m². 2009 was a year of great changes in the "corporate governance" as Cyrille Ehrhart took over the company management from his father Henri, and the wine expert Laurence Schatz joined. Three years later, the management team of Maison Henri Ehrhart was joined by Cyrille's sister, Sophie Ehrhart, who manages sales and marketing. Today this company in Alsace, by handing down the love of wine from generation to generation, focuses all its activities on the needs of its consumers, so that it can continually improve the quality of its labels and produce class products that are in high demand.



HUMANITY IN THE HEART OF DAILY WORK

The story of the Henri Ehrhart company is not only the numbers of bottles or hectares of land, it is a story written by men for men. A story of men who, as the favourite company motto says, "put humanity in the heart of daily work" to produce wines that are enjoyable, elegant and of quality. The French company is able to create new products by starting from an analysis of what the consumer wants and requires, and then using the results to form a strong relationship. Every decision taken, respects the strong sense of belonging and respect for the land, that marry traditional ways to modern management, thanks to the use of latest generation technology in every step of the production process, such as the WP 400 ERGON wrap-around case packer, supplied by SMI, equipped with a system to insert separator partitions in cardboard.



FROM LEFT TO RIGHT:
SOPHIE EHRHART, RESPONSABLE FOR SALES AND
MARKETING; CYRILLE EHRHART, MANAGING DIRECTOR;
LAURENCE SCHATZ, WINE EXPERT AT HENRI EHRHART

→ THE HENRI EHRHART ESTATE WINS WITH ITS TEAMWORK, A MAGICAL COMBINATION OF FLAVOURS AND KNOWLEDGE THAT HAS ALLOWED THE FAMILY TO EARN MANY NATIONAL AND INTERNATIONAL AWARDS; AMONG THESE, THE LATEST IS THE "PRIX D'EXCELLENCE PARIS 2019" PRIZE, AWARDED ON 24TH JANUARY 2019, WHICH HONOURS THE COMPANY THAT HAS GAINED IMPORTANT RESULTS IN THE WORLD OF WINE. THE IMPORTANT AWARDS RECEIVED FROM THE CONTESTS OF COLMAR, MÂCON AND LIONE, CONFIRM THE QUALITY OF THE WINES AND THE ENERGY WITHIN THE COMPANY TO INNOVATE WHILE RESPECTING TRADITIONS.



TO TOAST QUALITY!

Uncorking a bottle of wine is a gesture full of meaning, because underneath every cork there is much more than just wine. The cork seals in values, culture, tradition, innovations, enthusiasm, experience and passion. While uncorking a bottle, our senses become alert, we approach the world of wine, the colour of the land and the grapes, the warmth of the sun, the love for the vineyard and wine making, the search for quality but also a mix of ancient history and technology among fatigue and art. Every step of the production process is carried out meticulously, taking great care with every control to obtain a quality product, nothing can be left to chance, as attention to detail is the strong point for this French company. Consumers no longer just want a sip of wine to say that it is good, because quality has become a very wide concept that also depends on lots of other factors. Today, the good wine produced on the Maison Henri Ehrhart estate, becomes noble and high quality only when it is in perfect harmony with the land, with its

→ PRIX D'EXCELLENCE PARIS: THE AWARD WITHIN THE AWARDS

The Concours Général Agricole (CGA) is a French agricultural show organised within the Paris International Agricultural, this is organised by the Ministry of Agriculture, Food, Fishing, Rural affairs and Territorial management. Every year since 1870, the show has awarded prizes for the best local French food and wines, it is divided into 21 categories, with more than 4,600 products and 16,300 types of wine participating. This contest is a very important event, the aim of which is to be a showcase of the extraordinary biodiversity of nature and French gastronomy. The "Prix d'Excellence" awards prizes such as gold, silver and bronze medals or medals in the shape of an Oak leaf, over the last three years Henri Ehrhart has won 22 gold medals, 11 silver and 1 bronze. This enological contest honours wines from the great wine making regions of France: Alsace, Bordeaux, Bourgogne, Champagne, Corse, Jura, Languedoc-Roussillon, Lorraine, Provence, Savoie, Sud-Ouest, Vallée de la Loire and Vallée du Rhône. Within this contest the "Prix d'Excellence" is called the award within the awards, as it honours only the producers that have achieved the best awards for three consecutive years.

history and traditions and it represents one of the most significant business cards of Alsace, better than many images.



↓ FROM LEFT TO RIGHT: CYRILLE EHRHART, MANAGING DIRECTOR, WITH THE FOUNDER HENRI EHRHART.



A FAMILY UNITED IN TASTE AND QUALITY

Henri Ehrhart's family is a beautiful family, with common values and where business decisions are made collectively. The Ehrhart family estates yield treasures of taste and harmony. It's impossible to make a mistake when there is enthusiasm, energy, quality wine making and great technology. Put together, these elements can only bear great wines, especially when the surrounding area is the greatest wine making region in France for excellence. The company, which grew in the shadow of the magnificent hills of Alsace, thanks to the commitment, the love and experience of Cyrille and Sophie Ehrhart and their wine expert Laurence Schatz (assisted by the fundamental contribution of the founder Henri Ehrhart), has developed until it has become the 7th wine producer in Alsace, with an important label for the national and international market. The research for quality, the attention paid to the land, the cutting-edge processing (which guarantee the uniqueness of the product) have allowed this French company to become the number 1 exporter of wines from Alsace, in Japan.



IT'S IMPOSSIBLE TO MAKE A MISTAKE
WHEN THERE IS ENTHUSIASM, QUALITY
WINE MAKING AND GREAT TECHNOLOGY.



HENRI EHRHART S. A.

-  **Year of Founding:** 1978
-  **Turnover 2018:** € 15.5 million
-  **Employees 2018:** 14 people
-  **Annual production:** 6 million bottles
-  **Vineyards owned:** 7 hectares
-  **International distribution:** Number 1 exporter of Alsace's wines in Japan
-  **French distribution:** Number 7 in Alsace

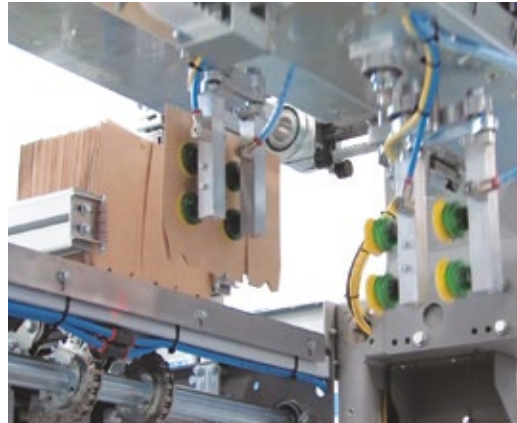




SMI SOLUTIONS FOR HENRI EHRHART



The growth that Cyrille Ehrhart has brought to the company, made it require a more efficient and modern production plant, that needed bigger spaces to accommodate new bottling and packaging systems, designed according to the innovative concepts of the "smart factory". The wrap-around case packer installed there, is equipped with the optional PID device to insert stretched board pre-assembled partitions into the cardboard boxes, to protect the glass bottles from damage or breakage and to protect the labels from possible abrasions.



➤ WRAP-AROUND CASE PACKER WP 400 ERGON

Packed products: 0.375 L / 0.5 L / 0.75 L / 0,76 L / 1.0 L glass bottles.

Packs worked: the bottles are packed in wrap-around corrugated cardboard cases in formats of 2x3 and 3x4 with and without separator insertion.

Main advantages:

- procedure of packaging with the wrap-around system to make the cardboard case and close the product inside. This system allows wide flexibility of use, high production speeds, improved stability for the packs and optimises space used for storing packaging materials
- continuous motion packaging, which guarantees a fluid production process, without any hitches and ensures greater reliability, improved quality of the final pack and reduced mechanical wear and tear on the machine
- ideal solution to achieve a pack that is resistant to knocks, able to protect the wine bottles during transport
- the WP ERGON case packers are equipped with fixed guides, which keep the sides of the case pressed at the machine outfeed. This system guarantees that the cases are perfectly shaped and resistant rotary chain pressing systems are not able to provide the same level of quality



➤ PID DEVICE TO PROTECT GLASS BOTTLES

Function: The PID SBP and the pre-assembled partition magazine are situated at the machine infeed, above the pack forming section. A mechanical arm equipped with vacuum suckers picks a stretched board pre-assembled partition from the partition magazine, opens it and lowers it between the products below before they have been grouped in the required pack collation, to then proceed to the final step of forming the closed case around the bottles.

Advantages of pre-mounted separators compared to those non-mounted:

- less cost for purchasing separators by around 20%
- less volume of storage by at least 60%
- the size of the case wrapper does not change as the separator magazine and the insertion device are mounted on the top of the packaging machine
- the process for inserting the separators and loading the magazine is fast as these are already pre-mounted
- the maximum working speed is 40 packs per minute (model with 1 head) or 60 packs per minute (model with 2 heads)

➤ CONVEYORS

Function: transporting loose and packed glass bottles; in particular: moving the bottles to the infeed of the WP 400 ERGON case packer and moving the cases at the machine outfeed.

Main advantages:

- the conveyors installed at the Henri Ehrhart plant guarantee that the bottles and cardboard boxes move constantly and fluidly, without any hitches
- modular and ergonomic structure, which easily adapts to various kinds of containers and production flows
- minimum format change over time from one batch to another
- running costs and energy consumption among the lowest on the market



➤ A ROUTE TO DISCOVER THE BEAUTY OF ALSACE

The Wine Route is one of the most appealing tours to discover the beauty of Alsace and its traditions, passing through Ammerschwihr, once occupied by the Romans, you will find the estate of Maison Henri Herhart. This route, among the oldest "wine routes" in France, was inaugurated on 30th May 1953 and it winds from North to South Alsace for around 170 kilometres, passing through the magnificent countryside full of vineyards, castle ruins and coloured villages that seem to have appeared from a fairytale. The route is lined with wine cellars offering tastings, that allow visitors to discover the abundance of the regional wines and their unique flavour.

IN ALSACE THERE IS A REASON FOR EVERY DETAIL

Alsace is a region full of surprises and hidden beauty, which offers immense emotions, it is a paradise for nature lovers fascinated by the variety of the countryside, with 21 protected areas and two Regional National Parks, while geologists discover that every rock in the Vosges mountains tells its own ancient story. You become enchanted by the quaint villages, by the famous coloured houses of the "colombages", by the green valleys and the hills with their precious vineyards, but also by the great historical, cultural and artistic cities like Strasbourg and Mulhouse.

➤ FRANCE AND WINE

France can boast ancient wine making traditions, that were embedded even in ancient times. The history of French wines dates back to around 600 B.C., during this period the Greeks founded what is now Marseilles, then called "Massalia", and they introduced vine crops. The Romans were the first to develop the potential of the vineyards in France, when they arrived on French territory at the end of the II century B.C. In the VI century, wine making was already deeply rooted and widespread over the French territory, above all by monks who cultivated their vineyards within their monasteries and perfected their wine making techniques over the centuries. The full range of wines produced in the French regions can be found in the famous "Guide Hachette des vins", an accurate publication that describes the quality of more than 40,000 wines tasted by 1,500 professional experts. There is no need to say that, the wines produced by Henri Ehrhart have been acknowledged by these world famous experts, and are mentioned in every annual edition of the guide.





ALSACE MON AMOUR



LAND THAT HAS HISTORICALLY BEEN DEDICATED TO GROWING GRAPEVINES

A fascinating and historical land, Alsace is one of the most ancient wine producing regions in France, and the most famous worldwide for its white wines. In this strip of land, situated in the Northeastern part of France, on the border of Germany, only green grapes are grown, these are among the most aromatic in the world, such as Gewürztraminer, Muscat Blanc and Riesling, which are used to produce the many famous wines. The composition of the Alsatian land is quite varied and contains granite, sand, volcanic, clay, marly, lime and vine sediments, coming down from the Vosges mountains and almost reaching the banks of the river Rhine, this land produces over 160 million bottles of wine every year, of which 25% is exported. Alsace is the only region in France, where the grapes

and their flavours are the protagonist not only in the wine cellar, but the name of the grape is also identified on the label, in other regions the label shows where the wine was produced, but doesn't identify the grapes used. Alsace is the most cutting-edge wine producing region in Europe for environmental protection, quality of the wine and tourism. Alsatian wines are identified by the French quality system as products of "Appellation d'Origine Contrôlée", abbreviated to AOC, which comprise the famous categories Alsace Grand Cru AOC and Crémant d'Alsace AOC. To gain the right to this Appellation d'Origine Contrôlée Alsace Grand Cru (only Riesling, Gewürztraminer, Pinot gris and Muscat d'Alsace are authorised to become "grand cru"), the wines must be produced with grapes picked from 52 specific areas and strictly circumscribed within

Alsatian vineyards. The complex and tormented history of Alsace (for example it changed flag four times between the end of the 19th and mid 20th centuries) has not stopped the wine producing traditions that took roots at the time of the Romans. Alsatian wines owe their characteristics to two fundamental factors: the exceptional weather conditions and the structure of the land. Rainfall is scarce, while there is plenty of sunshine, and the Vosges mountains play an important part in this micro-climate as they protect the vineyards, on the hills of the Eastern slopes, from wind and humidity coming from the Atlantic Ocean. Therefore climate, but also the wealth and variety of the ground, that goes from areas rich in granite, gneiss and schist, to those of silica and lime that fade into the alluvial plains.