

MILK AND DAIRY SECTOR

Centrali Produttori Latte Lombardia S.p.A.
Peschiera Borromeo (MI), Italy

Rotary stretch-blow moulder
SMIFORM SR 6



VIDEO



GEO LOCATION

ATTE ILANO

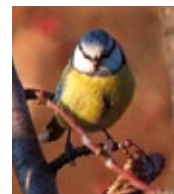


Milk is a simple food, life's very first food, the one we've known since we were born.

By contrast, milk production is very complex. It requires the work and commitment of an intricate network of operators and the use of advanced technological systems throughout the production cycle: from stable to packaging, all the way to the consumer's table.

Companies operating in the dairy sector continually invest in new product packaging technologies with the final goal of offering consumers easy-to-use packages that at the same time meet highest quality standards. Faced with a very large number of consumers, each with special needs and habits, the dairy industry must be able to differentiate its offer as much as possible, by offering products packaged in various types of containers: cardboard cartons with or without cap, glass or PET bottles with cap, etc.

In Milan, Centrali Produttori Latte Lombardia S.p.A., the historic company in the dairy sector that has always paid great attention to consumer demands, aims to establish itself as a leading company in its sector both in Lombardy and in Italy. The Milan-based company relied on SMI technology for the design of its PET line for the bottling of fresh milk in the 1-liter and 0.5-liter collations.



Above
the Caregione
nature reserve
in Peschiera
Borromeo:
originally a hunting
reserve of the
Counts Borromeo,
today a WWF oasis.



MILK IS LIFE!

When we think of milk, images related to concepts such as life, health and purity crop up in our minds because milk is among the most nutritious and good foods.



Milk plays a key part of our diet; suffice it to say that for infants, in the first months of their lives, this food is the first and only source of sustenance and growth. Milk is not only an essential food for the development and growth of children but also a unique food for the welfare of adults thanks to the abundance of nutrients it contains: proteins, sugars, fats, vitamins and minerals.

In particular, milk proteins contain all the essential amino acids, i.e. those that our body is not able to synthesize and those for which our diet is the only source.

Milk is an important source of calcium and phosphorous, present in high amounts and in optimal ratio,

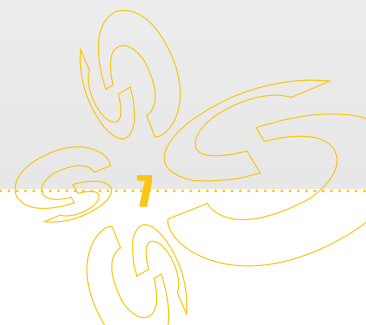
TERRITORIALITY: KEY TO THE FINAL QUALITY

Latte Milano is controlled by Consorzio Produttori Latte Milano (Milan Milk Producers Association), which consists of 105 farmer members, which collects milk from 160 contributors altogether. The milk comes from a number of Lombardy-based contributing companies - from the provinces of Milan, Lodi, Cremona, Bergamo, Lecco - which are located in the immediate vicinity of the plant. The sales network of 110 owners of small-sized enterprises collects the product and delivers it to about 8,000 stores scattered throughout the region. Territoriality is therefore an essential element in the development and growth of Latte Milano and continually ensures high quality levels. In fact, this company has always been particularly attentive to values such as freshness, purity and tastiness and this is why the strong link with the territory is extremely important.



important for the skeletal system. Milk also contains magnesium, zinc, copper, selenium, fat-soluble vitamins A-E-K and water-soluble vitamins C, folic acid and riboflavin.

Milk sugars are made up of lactose. People allergic to milk (due to the lack of the lactase enzyme) may resort to lactose-free milk in which lactose is absent or has a very low content, thanks to the industrial process of hydrolysis of this ingredient.



THE APPEAL OF MILK

IN PET BOTTLES

Centrali Produttori Latte Lombardia opted decisively for bottling in PET bottles, making use of SMI's expertise for the installation of a Smiform 6 cavity rotary stretch-blow moulder for the production of the new 0.5 and 1 liter containers.

The purchase of a Smiform SR6 blow moulder is part of a development plan of the PET production line, which was necessary to meet the increased demand of fresh milk bottled in this type of container; a market trend that in Italy is consolidating at the expense of glass bottles.



In the study of the new line, all requirements imposed by the customer for the new investment were thoroughly analyzed by SMI engineers, among which the optimization of production space, operative flexibility of the new system, the format changeover speed and the ease of use of the machine.

The installation of the Smiform SR6 stretch-blow moulder also made it possible to restyle the 0.5 and 1-liter containers since they now are more appealing to the final consumer; in addition, the new bottles are produced by blowing preforms lighter than before, with obvious advantages in terms of savings on the cost of packaging material for each individual container.

For its line end secondary packaging, Centrali Produttori Latte Lombardia has chosen a Smiflexi LSK 30F packer that is able to package different sizes in shrink film at the maximum speed of 30 packs per minute.





Daily output:

130,000 liters of fresh milk

10,000 liters of fresh cream



LATTE MILANO: ORIGINS AND EVOLUTIONS OF A BRAND

It all began in 1930, when Consorzio Produttori Latte Milano established its headquarters in Piazza Diaz 1, in the center of the city of Milan, near the farmers market. In 1955 the production unit, which included the plant for the collection, processing and packaging of milk, moved to Peschiera Borromeo (Milan province) and is still there. In the nineties of the last century the company successfully completed a series of investments and acquisitions of other companies of this sector, in order to boost its supply and deal effectively with an increasingly competitive market.

Included in this investment program was the acquisition of the Centrale Latte Alta Brianza (Milk Factory in the Upper Brianza area) in 1992 and, in 1998, the Vigeveno Milk Factory.

In 1998 the Milan-based company also launched the Latte Bergamo brand.

In June 2001, as part of a broad project of organizational restructuring, Consorzio Produttori Latte Milano formed the Centrali Produttori Latte Lombardy joint stock company, dedicated to the production and marketing of the following brand products in Lombardy: Latte Milano, Latte Pavilat (Vigeveno Milk Factory), Latte Bergamo and Latte Clab (Alta Brianza Milk Factory).



 smiform SR



INSTALLATION / Lotte Milano

PRODUCTION FACILITIES AIM AT FLEXIBILITY



In recent years the plant in Peschiera Borromeo was substantially renovated through a series of measures to streamline production lines and modernize its systems.

After installing latest generation machinery, every day this facility now produces 10,000 liters of fresh cream and 130,000 liters of fresh milk.

The raw material, which undergoes various transformation processes, becomes different types of milk: whole high quality, semi-skimmed, skimmed, organic, etc.

Each product can then be packaged in a wide range of containers and collations: PET bottles, glass bottles, cardboard cartons, Tetra Packs.

Such a variety of product and packaging can be managed effectively only with very flexible plants that can easily adapt to frequent changes of production, to be able to quickly switch from one process to another.

The Smiform SR6 stretch-blow moulder and the Smiflexi LSK 30 F shrinkwrapper installed at the Centrali Produttori Latte Lombardia are the



ideal solution for these requirements since the innovative technologies they are equipped with provide assurances to the end user in terms of operative versatility, high production efficiency and rapid format changeovers.



PACKAGING

A UNIQUE VEHICLE FOR BRAND PROMOTION

In the milk industry, and more generally the food industry, the packaging of the product plays an increasingly important role in guiding consumers' purchasing decisions. Brand recognizability and visibility on the shelves of supermarkets are extraordinary promotional vehicles at which companies of the "food & beverage" sector keep aiming, more than ever, to increase their sales volumes and market share. The development of innovative packaging, as far as shape, attractive graphics and appearance are concerned, has become an indispensable factor in the marketing strategy for large- and small-sized companies that, thanks to machines and packaging systems that are ever more versatile and customizable, can let not

only your imagination run wild but also the creativity of graphic designers and admen in the creation of an almost infinite range of different packaging solutions.

At single-container level, for example, Smiform is able to offer its customers the study and design of PET bottles for every specific demand, highly customizable in shape, size, appearance, etc. After careful analysis of customer needs and demands, the idea of the container processed by Smiform designers is transformed into a detailed project, complete with



three-dimensional rendering, industrial feasibility analysis and simulation of tests on the structural and mechanical strength of the container. To date, engineers of Smiform's CAD center have developed more than 1,000 containers that differ in capacity, shape, layout and structural complexity.

