

# WILMAR CONTINENTAL

## EDIBLE OIL SECTOR

**Wilmar Continental Edible Oil and Fats (Pty) Ltd**  
Randfontein, South Africa  
**Group:** Wilmar International Limited

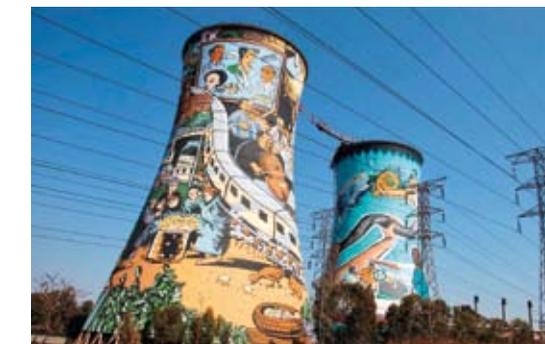
- Smiform ECOBLOC® 4-24-6 VMAS integrated system
- Smiflexi LCM 30 combined packer
- Smiline conveyor belts



GEO LOCATION



**W**ilmar Continental Edible Oil was founded in 2011 from a joint venture between Wilmar International Limited, Asian group leader in the agri-food industry founded in 1991 in Singapore, and Continental Oil Mills (Pty) Limited, one of the major South African industrial companies involved in the production of edible oil, the origins of which date back to 1968.



In that year, in fact, current CEO Abdul Kader Moosa started up his own company in the production and marketing of edible and cooking oil, drawing on the experience gained earlier in this field. In subsequent years, the founder's three sons - current Chief Executive Mohammad Ferouze, Operations Manager Fayyaz and Sales & Marketing Manager Asif, joined their father in the management of Continental Oil Mills (Pty) Limited.

The company is well known throughout South Africa for the Excella, S'Lite, Pan and Canola oil brands and for the Conti mayonnaise, which are sold in retail stores and mass retail supermarkets.

Since the Moosa family has always been at the forefront in driving the evolution of the edible oil production industry, it has been investing heavily to equip its factories with the most modern systems ever since it started the business.





# AGAIN RELIES ON THE EXPERIENCE OF SMI TO FACE THE GROWING MARKET

Less than a year into the modernization project of the oil PET line in the plant in Randfontein, about 30 km from Johannesburg, Wilmar Continental Oil has renewed its partnership with SMI for

a new PET line for the 2-liter formats. In fact, even before completing the installation of the Smiflexi LWP 25 wrap-around case packer, the APS 3000 automatic palletizer and the Smiline conveyor belts for the expansion of the

Below:

Asif Moosa (in the middle), Wilmar Sales & Marketing Manager, with Belinda Nieuwoudt, Wilmar Marketing Manager, and Floh Thiele, Caltech Agencies Sales & Marketing Manager



INSTALLATION / Wilmar Continental

existing packaging plant for 350 ml and 500 ml bottles, new negotiations had already been entered between the two companies for the supply of a new "turnkey" line. In order to meet the growing market demand, Wilmar Continental Oil decided to invest in a new Smiform ECOBLOC® 4-24-6 VMAS integrated system for the stretch blow-moulding, filling and capping of up to 6,000 bottles per hour of 2-liter PET containers and a Smiflexi combined packer of the LCM 30 series for the secondary packaging of said bottles in wrap-around boxes, tray+film, and pad+film. The South African company is one of the leading domestic producers of sunflower seed oil and mixed seed oil and, thanks to recent investments in SMI's latest generation packaging technologies, its production facilities are among the most modern and advanced throughout the African continent.



## CM AND LCM COMBINED PACKERS: THE IDEAL SOLUTION FOR EVERY PACKAGING NEED

As of today, food & beverage producers can respond effectively and quickly to changes imposed by new market trends, focusing on a complete and fully automated secondary packaging system: SMI's combined packers.

In fact, the CM and LCM series of the Smiflexi division include, in a single machine, the functions of a wrap-around case packer, a trayformer and a shrinkwrapper, allowing you to pack a variety of containers in a wide range of final packaging solutions without having to invest in different packaging machines.

All Smiflexi models of the LCM and CM series are designed to ensure the user maximum flexibility and versatility and achieve, with a single system, high quality packaging in film only (only CM), tray+film, pad+film, tray only and completely or partially closed cardboard boxes at the max production speed of 80 packages/minute.

When the processing program is set to package in tray only or wrap-around boxes, the machine control system automatically deactivates the shrink tunnel and the film-wrapping system.

The LCM and CM series machines are particularly suitable for packaging systems that frequently switch from one product to another or from one format to another, and can easily be adapted to future production requirements dictated by the marketing strategies of "food & beverage" producers.

### SMI's oil bottling solutions

Smiform's integrated stretch-blow moulding, filling and capping systems of the ECOBLOC® VMAS series are the ideal solution for bottling edible oil, for outputs up to 36,000 bottles per hour, since it uses an extremely accurate electronic filling system equipped with mass flow meters based on the Coriolis principle.

This system is able to "count" the amount of product that passes through the valve's feeding tube and transmit this info in the form of pulses to the machine control system. Filling stops on reaching the set number of pulses.

The filling valve is opened by means of a pneumatic solenoid valve, controlled by the bottle-presence signal, and the signal from the mass flow meter. The amount of product to be bottled is set through the operator panel.

Filling is carried out without contact between valve and bottle, ensuring high standards of hygiene and cleanliness throughout the process.

# THE FIRST ECOBLOC

## INSTALLED IN SOUTH AFRICA COULD NOT MISS PROPAK AFRICA 2013

**B**efore installation at the Wilmar Continental Oil plant of Randfontein, Smiform's new ECOBLOC® 4-24-6 VMAS integrated system was exhibited at Propak Africa 2013, from 12 to 15 March 2013, where many visitors were able to take a look at the system and appreciate its benefits and potential. Thanks to this customer's availability, ECOBLOC® was able to make a stop at this important event, which is the main showcase for the packaging, food processing and labeling industry of SubSaharan Africa.

This was SMI's first direct participation in this fair, where a stand was set up in collaboration with its local representative Caltech Technologies. Needless to say, the Smiform ECOBLOC® system exhibited at Johannesburg was one of the event's major attractions. Visitors particularly appreciated its advantages in terms of compactness, versatility and energy saving as compared to the traditional solutions that feature multiple separate units (blow moulder, filler and capper) to perform the same functions.



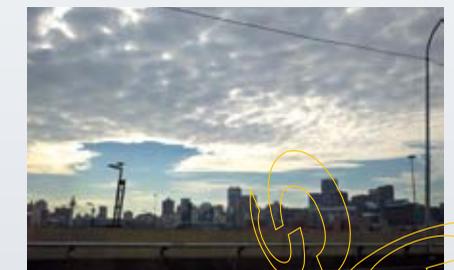
INSTALLATION / Wilmar Continental



# PROPAK AFRICA 2013

PACKAGING • PROCESSING • PRINTING • PLASTICS

The Packaging, Food Processing, Printing, Plastics & Labelling Exhibition



# THE WORD TO THE CUSTOMER

## Interview with Asif Moosa, Sales & Marketing Manager, Wilmar Continental Edible Oil & Fats



gives us greater independence, flexibility and high efficiency of the production cycles. Furthermore, the LCM 30 combined packer allows us to quickly meet market demands for new packages and new formats because this machine is able to pack our products both in bundles with film and in the most common wrap-around cardboard boxes, and also allows us to reduce costs and increase efficiency, with the benefit of being more competitive on the market”.

*What are the main factors that convinced you to renew your confidence in SMI technology?*

“Thanks to the installation of a Smiflexi wrap-around case packer and a Smipal palletizer in our first bottling line, we got to know and appreciate the quality of SMI machines, as well as the company’s efficient management of the project and our excellent return on the investment. Therefore, we felt that for the new bottling line, the ECOBLOC® integrated system and the line-end packaging solution proposed to us by SMI would be our ideal choice to quickly and smoothly reach the growth targets we had set.”



*The edible oil market in South Africa continues to grow. How is Wilmar Continental Oil responding to consumers’ new demands?*

“Currently, the market’s greatest demand in this packaging sector is shrink film; this means our company has to meet an ever-increasing pace to increase efficiency and versatility of our systems, in order to be able to adequately respond to the changes in market trends. This led to the need for a very flexible, easily changeable production organization, in order to successfully accommodate the increasing demand for bottles of different capacities and packages of different sizes and formats and, finally, reduce the cost of the finished product”.



*How important is it for Wilmar Continental Oil to invest in bottling and packaging latest generation technology?*

“Despite ease of use and functionality are essential factors in the choice of packaging our products, we are aware that the appearance of the package will have more and more importance in the future. In fact, eye-catching graphics, which attract the attention of consumers and ensure high visibility to our brands on the market, is a marketing tool to take into due consideration. Hence the need to equip the company’s production systems with modern, flexible, reliable and versatile machinery, which allow us to take advantage of all the development opportunities offered by the market”.

*What role should suppliers have during this stage of rapid growth? What do you expect from your bottling and packaging machine suppliers?*

“We expect innovative and at the same time reliable technologies, first-rate technical support and, of course, excellent quality/price ratio. In a period of rapid expansion like the current one, our trusted suppliers must work with us side by side to meet today’s needs and plan tomorrow’s success”.

*How important is local and efficient sales support and after-sales service for Wilmar Continental Oil?*

“It is undoubtedly an essential factor that we evaluate very carefully when choosing our trusted suppliers. Since our plants operate 24 hours a day 7 days a week, our line operators must be able to count on fast and effective local support in case of need at any time of the day or night. The after-sales service is essential to any long-term collaboration and counts for a lot on any future opportunity of expansion”.