

CERVEJAS DA MADEIRA



The tropical archipelago of Madeira is known to all as the "pearl of the Atlantic", thanks to its wonderful subtropical climate and breathtaking views. The inhabited islands of Madeira and Porto Santo are part of this archipelago, as well as another small group of uninhabited islands, the "Desertas" and the "Selvagens". The island of Madeira is the largest of all and is famous for its embroidery artisans, exotic flowers, tropical fruits, exceptional landscapes, spectacular New Year's fireworks, considered the hugest in the world by the Guinness Book of World Records, and Coral beer, a lager produced by Empresa de Cervejas da Madeira (ECM). ECM uses only top quality malts to produce its Coral beer and adopts a series of production techniques that enhance the quality of the finished product. To this end, the Portuguese company continually invests in new technology

for its own bottling and packaging lines. For example, ECM turned to SMI, with which it has collaborated since 2009, for the installation of a new model WP 800 wrap-around case packer, equipped with the innovative "Easy-Load" automatic magazine, which packages the Coral beer bottles both in kraft board boxes and in standard 3-mm thick corrugated cardboard boxes.



BEER SECTOR

Empresa da Cervejas da Madeira Lda (ECM)
Madeira – Portugal
Group: Grupo Pestana

Smiflexi WP 800 casepacker



GEO LOCATION



THE PEARL OF THE ATLANTIC INVESTS IN TECHNOLOGY

The packaging solution chosen by ECM

Never as in recent years has the packaged beverage industry come to know such strong and diversified development. Empresas de Cervejas da Madeira certainly stands out among the companies of this sector which have shown they know how to seize the opportunities offered by the market. This company soon became a leader in the production of beer, soft drinks and water, with its Coral beer being the consumers' first choice today. In addition to product quality, ECM's marketing dept. pays great attention to the characteristics of the package that encloses the product, because an attractive packaging, abreast of the times, easy and safe to use, is often a key element in the successful sale of a product. Product and package are increasingly integrated with each other and should address, in a targeted manner, the senses, sensations, tastes and expectations of each category of consumers, sending them a message of exclusivity, positivity, happiness. To achieve the ideal mix you must have very flexible and versatile packaging machines,



From the left:

Pedro Marcos, Avanco Tecnica Lda's Managing Director; Bruno Sousa, Maintenance Vice-Director of ECM; Nuno Branco, Production Manager of ECM; Roberto Cavnagis, Sales Area Manager of SMI and Alessandra Paderno, Service Area Manager of SMI.

BOXES MADE OF KRAFT BOARD AND MICRO-CORRUGATED CARDBOARD

The technology used in the "Easy-Load" automatic loading system present in the WP 800 case packer installed in the Madeira production plant offers the great advantage of ensuring the smooth and constant pick-up of a wide range of cardboard blanks with thickness between 0.5 mm and 5 mm.

ECM, in fact, packages glass bottles both in kraft board boxes and in 3-mm thick "micro-corrugated" cardboard boxes, for the purpose of differentiating the packages presented on the market even more and meeting consumers' so many different demands.

The solution proposed by SMI to Empresa de Cervejas da Madeira is the most innovative you can find in the wrap-around case packers field and, unlike similar and more traditional solutions, also allows the use of kraft board as packaging material; the latter is an eco-friendly solution (less amount of raw material used) and a great benefit for the packaging of the product, since the producer can customize the package with graphic motifs of great visual impact.

capable of adapting easily to the changes imposed by the user's sales & marketing strategies. In this regard, Empresas de Cervejas da Madeira recently purchased Smiflexi's new WP 800 case packer which offers a highly effective solution for the high-speed packaging of beer bottles (max. 80 packs per minute) in wrap-around corrugated cardboard boxes in the 4x6 collation (24 0.2-liter, 0.25-liter and 0.33-liter bottles), and in wrap-around kraft board boxes in the 2x5 (10 0.2-liter bottles) and 2x3 (6 0.25- and 0.33-liter bottles) collations.

CORAL BEER

THE CHOICE THAT SUITS EVERY PALATE

The careful selection of raw materials and the stringent checks performed throughout all the stages of the production process give Coral beer a unique set of characteristics, such as its pale gold color, a clean, gentle and aromatic taste, a lightweight body and a pleasant aroma, making this the ideal choice for a cool drink to quench your thirst and accompany your meat or fish or, simply, wet your appetite. It all began in 1872 when Henry Price Miles, a young Briton who settled in Madeira, founded the "H.P Miles & Cia, Lda" company that in 1932 merged with another brewer, "Araújo, Tavares and Passos", giving life to the Empresa de Cervejas da Madeira, which soon became the first factory in Portugal to produce beer on an industrial scale. In 1969 the launch of Coral beer laid the groundwork for the Madeira company's expansion of sales and product portfolio, which now includes, in addition to numerous brands of beer, a wide range of mineral waters, isotonic drinks and carbonated soft drinks. Since 1999, ECM has been part of Grupo Pestana,

one of the largest hotel operators in Portugal. The company continually invests also in new bottling and packaging equipment.

In choosing suppliers of new technologies, it has always paid special attention to innovative packaging solutions that enhance the



quality of the product, maintain its integrity during storage and transport and, last but not least, appeal to the final consumer.



MADEIRA: ISLAND OF ETERNAL SPRING

The Official story is that Portuguese captain João Gonçalves Zarco and his assistant Tristão Vaz Teixeira discovered the island of Porto Santo in 1418. The following year, while they were beginning to colonize the island, they noticed a big black cloud on the south-west horizon. As they sailed towards it, they discovered another beautiful island that they called "Madeira", i.e. "the island of wood". The island of Madeira, where it's spring all year round, is a true miracle of nature in the middle of the Atlantic. A place of striking beauty with an exotic aura, Madeira has a radiant flow that enhances the exuberant landscape of its mountains that steeply dip into the sea. On the inland, the high peaks surround inaccessible valleys, covered with lush vegetation in a magnificent

setting, where countless streams rush everywhere forming waterfalls of all heights. The "Levadas" are another peculiarity of the Portuguese island, a dense network of irrigation canals that run through the remotest and wildest recesses of the island, flanked by fifteenth century paths that originally had guaranteed their maintenance. As you follow the Levadas, you will find yourself in Madeira's most secret core and be able to stop and take a swim in one of the many hot water pools scattered everywhere, up to the tallest mountains from where the sunset is an unforgettable spectacle in an almost surreal landscape. This area is full of contrasts, where the differences between the south and north coast and between the inland and coastal towns are so big that you almost have the impression of being on different islands.

FUNCHAL: CITY OF MANY RESOURCES

With its relaxed atmosphere and sophisticated lifestyle, the cosmopolitan capital of Madeira, Funchal, is the largest city on the island, its main trade center and one of the most famous harbors of the Atlantic Ocean for cruise ships. Today, Funchal is a modern city, located in a unique area, where its geology creates a natural amphitheater that surrounds the entire city, starting from the port and reaching up to the 1,200 meters of its highest slopes. This natural protection attracted the first settlers who formed the initial core of Funchal, which has been the capital of Madeira for more than five centuries and which takes its name from the word "funcho", which in Portuguese means fennel, a

plant that is abundant on this island. Funchal has a rich cultural heritage, nestled in a busy and colorful city, and each year attracts thousands of tourists in search of art, history, relaxation, spa treatments, shopping and many other things to do and see. An excellent starting point for exploring this city is the vibrant "Mercado dos Lavradores", where you can buy a variety of exotic flowers and local crafts, tropical fruits, vegetables and fresh fish. The main access point to the island of Madeira is the capital's international airport, well-known among airline pilots both for the strong gusts of wind that make landing there particularly challenging and for the runway built on pillars overlooking the sea.



EASY-LOAD

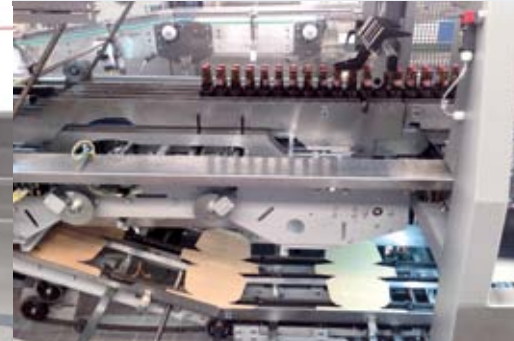
THE INNOVATIVE AUTOMATIC LOADING SYSTEM

The main novelty of the WP 800 wrap-around case packer installed by SMI in the Empresas de Cervejas da Madeira factory consists in the innovative automatic loading system of the "Easy-Load" cardboard blanks magazine. This new device features considerable advantages from an operating and functional point of view. The machine operator can easily load the cardboard blanks, stacked horizontally in uniform groups, because the magazine's feeding belt is set at the same working height as the packer's infeed belt, rather than under it, as occurs in traditional systems. The ingenious solution devised by SMI eliminates the disadvantages related

to the loading of the cardboard blanks magazine, which force the operator to bend his/her body continuously to place the blanks in the bottom part of the machine. The "Easy-Load" system is made up of a series of conveyor belts, fitted with motorized rollers, which feed the packer's cardboard blanks magazine. The stacks of cardboard blanks are

carried on these belts up to the area in which they are translated, and then continue up to the collection system at the infeed of the Smiflexi wrap-around case packer. The

operator simply places the stacks of cardboard blanks on the outermost roller conveyor so that the automatic control system can perform all the subsequent steps. Thanks to specific sensors, the arrangement and feeding of the cardboard blanks on the conveyor belts fitted with the motorized rollers and their loading into the packer's magazine is, in



fact, fully automated. The central section of the loading module is made up of a system that transfers the stacks of cardboard blanks from the feeding belts to the machine's actual magazine. This section is made up of a series of shifting belts that pick up the stacks of cardboard blanks from the feeding roller conveyors and carry them rapidly to a collection area. In this area, special side plates compact the blanks stacks, keep them in place and then lower them gradually for the next pick-up operation. The pick-up takes place by means of a group of suction cups that slide out the individual blanks from the bottom of the stack and place them on a group of chains that transfer them to the cardboard blanks climb. From here, the blanks go up to the machine's main work surface for the packaging operations.



INSTALLATION / Cervejas da Madeira

A SUCCESS STORY ... CONTINUES TO GROW



Empresa de Cervejas da Madeira, Lda (ECM) is the leading company in the beverage industry in the autonomous region of Madeira which deals with the production and distribution of soft drinks, beer and water, marketed under its own brands and also third-party brands (especially for spirits, wines, etc.). The Portuguese company belongs to Grupo Pestana, the main Portuguese hotel group, whose substantial international investments are a key element in the quality assurance of ECM products (on the market for over 130 years). The latter employs approximately 250 people, serves about 3,500 customers and covers 100% of the Madeira region, offering high-quality customer service. The origins of Empresas Cervejas da Madeira date back to 1872, when Henry Price Miles, a young Briton who had settled on the Island of Madeira, founded the Atlantic Brewery, the first factory in Portugal

to produce beer on an industrial scale. Since, at that time, only a few locals knew the beer produced by this company, the Miles family came up with the brilliant idea of distributing free jugs of beer on the streets of the capital city Funchal to convince them of the goodness of their product. ECM was born in 1934 from a merger of different breweries operating in the region of Madeira and soon became one of the most dynamic industries in the

archipelago. This Portuguese company's best known product is the Coral Lager beer, launched on the market for the first time in 1969. Moreover, ECM is also the largest producer of alcoholic and non-alcoholic beverages in the autonomous region of Madeira and since 1977 has been the official bottler of The Coca-Cola Company. Thanks to the strong growth in sales volume, a new production facility was opened in 1996 in the industrial park of Câmara de Lobos, in the western area of Funchal.

