

# Bela Ischia.



## FRUIT JUICES SECTOR

### **Bela Ischia**

Bela Ischia Group  
Astolfo Dutra, MG, Brazil  
>> stretch-blow molder  
SMIFORM SR 6  
>> air conveyor belts  
SMILINE



## ■ Brazil: a global giant in the fruit juice market

Brazil is one of the biggest countries in the world and stands out for the immensity and plurality of its climatic, environmental, socio-economic and demographic factors. Brazil is one of the emerging economies, in transit between a mainly agricultural past and an increasingly industrialised future. Agriculture is still important contributing to both internal demand and exports.

It is easy to find, especially to the South of the country, fruit farms managed by entrepreneurs of Italian origin descending from end of the 19th century immigrants looking for fortune in these lands. Leaving with the promise of large expanses of farmable land, they found a Southern Brazil that had already been colonised by the Germans and French. The Italians were just left with woody, inaccessible land which they had to clear and make productive, developing entrepreneurial skills that soon led them to a key role in Brazil's farming economy.



# Bela Ischia:

## from origins till now



■ Bela Ischia's success in recent years proves how much the Italian entrepreneurial spirit has grown in Brazil. Bela Ischia origins are from the island of Ischia near Naples. The name "Ischia (pronounced Isquia) " was chosen to honour the island the founder, Giuseppe Di Iorio, father-in-law of the present President, Marcelino Tilli, came from. The latter manages the company in partnership with Michele Di Iorio, the founder's son. Moved by an ongoing social commitment and solidly anchored to the principles of "dedication, honesty and responsibility", Bela Ischia managers have known how

to grasp all opportunities offered by the environment and offer consumers natural, healthy products. Analysing requests and tendencies from a market with a growing consumption of healthy products like fruit juices, Bela Ischia decided to invest and buy a Smiform 6 cavity, rotary stretch-blow molder, model SR 6 to create 0.5 and 1 Lt PET bottles. This is the Bela Ischia plant's first stretch-blow molder as the company



used to buy blown bottles from external suppliers directly. The decision to buy their own plant responds to a need for greater operating flexibility and production efficiency.



# Juices, what passion!

## Higher and higher consumption of fruit “in bottle”

■ Fruit juices have become an important reference point for daily feeding habits.

Their growing consumption has pushed Bela Ischia to investing and purchasing a Smiform 6 cavity, rotary stretch-blow molder to produce PET bottles directly; they used to buy them from third parties.

The Astolfo Dutra plant, in the State of Minas Gerais, recently installed the stretch-blow model SR 6, supplied by SMI, along with

the air belt to transport empty bottles.

At first the machine will be used to blow 0.5 and 1 litre PET bottles for the line bottling different types of fruit juice produced by the Brazilian company; juices that stand out for their high quality standards.

Bela Ischia has also earned consumer loyalty by knowledgeably combining advanced technologies with traditional production methods refined in over forty years activity.

The installation of the new Smiform stretch-blow molder is part of a blowing cost optimisation project and to increase production efficiency.

Following the strong fruit juice consumption growth registered in recent years in Brazil, and foreseeing further production growth over the next few years, Bela Ischia management decided to invest in installing a new plant able to provide greater production flexibility and sure economic advantages.

The Smiform SR 6 stretch-blow molder, like all SR models,





## ■ The most suitable fruit variety for each environment

Brazil is now one of the top three global fruit production giants with an annual volume of 41 million tons.

Brazil offers a great variety of environments and climatic conditions: just think of the tropical Amazon forest area, the hot, dry areas in the north east, right down to the southern regions where temperatures can drop right to almost zero.

Brazil's wide territorial expanse, its geographical position and climate variety are the ideal context for producing various types of fruit (tropical, sub-tropical and typical of temperate areas) all year round.

Most of this exceptional fruit production is used to produce fruit juices and other typical Brazilian drinks.

Most tourists know and appreciate the alcoholic drinks based on "casasha" (a liquor obtained through distilling cane sugar), but only know the large variety of Brazilian fruit juices to a minimum extent as well as their therapeutic properties which can help treat certain illnesses.

In most cases, we are talking about fruit that has never been seen on European tables,

or widespread products such as pineapple, bananas, cashew nuts, passion fruit, melons, grapes, apples, nuts etc. A great variety of tropical fruit grows in the Amazon region like bacuri, cupuassu, jenipapo, mangaba amd tapereba. The most famous products are: Carambola, Guaranà, Goiaba, Maracuja, Jacca.



mounts the innovative Air Recovery System (ARS) series, allowing considerable reduction in energy costs and savings of up to 40% in the consumption of compressed air; thanks to this system, a part of the blowing circuit air (40 bar) is recovered and recycled, and used to power the pre-blowing circuit (4-16 bar) and machine service.

This air, if not used in the pre-blowing and service circuit, can be used to power a low pressure line serving external machine users.

ARS is basically made up of two discharge valves mounted on a single stretch-blow molder station: the first lets air into the recovery plant tank while the second discharges air that cannot be recycled.

Pre-blowing circuit operating pressure is controlled by an electronic regulator, while the service circuit one is regulated by manual adaptors.

This innovative system, supplied with all SMI stretch-blow molders, increases plant value in energy savings and eco-compatibility terms.

# Curiosity:

some fruit and its therapeutic properties



■ **AGUA DE COCO:** is the typical Brazilian beverage par excellence. Spending just a few euro cents you can sip the coconut water from the fruit directly, making a small hole in it and using a common plastic straw. Brazilian coconut is green and can contain up to one litre of liquid. Supermarkets and pharmacies sell "agua de coco" in packs like those used for fruit juices in Europe. At therapeutic level, it is attributed curative properties for intestinal

infections and other problems.

**ABACAXI:** the juice comes from pineapple and has a high vitamin A and B6 content. It helps digestion and is useful against arthritis and throat infections.

**ACEROLA:** an excellent source of vitamin C. Useful against tiredness, irritability and liver problems.

**CAJA:** strengthens your immune defences, protects

the skin and mucosa, contains phosphorous, iron and vitamin A.

**CAJU:** strengthens your immune defences and is indicated for those with rheumatic pains. Rich in vitamin C. Indicated for diabetics. It can decrease the glucose in urine and excessive sweating.

**GOIABA:** source of vitamin C, A and PP. It fights diarrhoea, allergies, haemorrhages and strengthens bones and teeth. Helps in the healing of wounds and burns. It is also said to have anti-tumour properties.

**GRAVIOLA:** anti-rheumatic and anti-inflammatory. High content of vitamin B1, B2, calcium and phosphorous.

**JENIPAPO:** indicated for those suffering from anaemia. Rich in iron, calcium and phosphorous.

**MAMAQ:** is said to have laxative, diuretic, digestive and emollient properties.

**MANGA:** is one of the most widespread fruits in Brazil. Rich in vitamin A and B. Indicated for bronchitis and purifying blood. Favours diuresis and eliminates catarrh.



## ▪ SMI do Brasil Ltda

SMI Do Brasil Ltda, in Osasco (Sao Paulo), is the Smigroup branch opened in 1998 for a ready, effective response to the growing needs of the numerous Brazilian customers.



SMI do Brasil

offices and warehouse are in a modern building in the Parque Industrial Anhanguera, one of the city's main industrial districts, near the main communication routes.

Local, highly specialised staff guarantee a quality commercial and technical service, managing customer plant installation and maintenance requests fast.

Supply of spare parts from the SMI do Brasil warehouse also enables it to optimise delivery times and reduce transport costs.

Staff professionalism and availability in the Smigroup Brazilian branch is definitely one of the factors behind the excellent results achieved in Brazil.

With circa 250 machines installed in South America, of which ninety odd in Brazil alone, SMI do Brasil, carries out a fundamental assistance service role for the entire area.

**MANGABA:** strengthens the immune system and favours skin elasticity preventing wrinkles.

**MARACUJA:** indicated for those suffering from insomnia and stress. Has a high fibre content and is said to have anti-tumour properties.

**MORANGO:** facilitates digestion, stimulates the liver, fights joint rheumatism, rich in vitamin C.

**PITANGA:** said to have digestive properties and strengthens bones.

**TAMARINDO:** said to have curative properties against diarrhoea, fever, gastric problems, congestion, and inflammations. Contains calcium, phosphorous, iron vitamins A, B and C.



### ▪ THE CUSTOMER'S OPINION - Interview with Marcelino Tilli, President and General Manager of Bela Ischia



*From left to right: Tiago Higa and Roberto Cavagnis, SMI do Brasil Sales Area Manager, meet Marcelino Tilli, President of Bela Ischia, and his son Rodrigo Tilli.*

*Bela Ischia is an important entrepreneurial reality in Brazil. What is the key to your success?*

“Ever since my father-in-law, Giuseppe Di Iorio, started up this activity we have always aimed at the growth of an entrepreneurial reality based on values like “dedication, honesty and responsibility. At first, the company commercialised fresh fruit for the Rio De Janeiro market, and in just a few years became fruit imports market leader. Our dedication to this sector was the decisive factor

when, in 1996, we decided to produce juices with that “authentic fruit taste”. Nowadays, we are still searching for technological innovations to improve our production method, aimed at excelling in product quality, without forgetting social development and respect for the environment we live in. In fact, Bela Ischia belongs to the “Francisca de Souza Peixoto” Institute, which promotes, with many other local companies, activities and initiatives to develop education, culture, health, sport and citizenship projects.

For this purpose, Bela Ischia is a partner of the “Bola Cheia” project, a program involving youngsters and adolescents in the town of Cataguases and surrounding region; the program wants to valorise and develop their sports talent in football. Thanks to this project, the youngsters can improve their technical abilities in this sport while



improving themselves in all aspects fundamental for individual growth: respecting others, looking after the environment, self esteem, etc...”

*How important is the fruit juice market in Brazil today? What are the tendencies?*

“Brazilian consumers are continually on the lookout for natural, healthy products. In recent years we have been seeing growing consumption of fruit juice based drinks. Then analysing the historical fruit juice consumption flows of the Brazilian market and considering future prospects, we feel we are facing an irreversible trend in the choice of really healthy products.”

*What are the main reasons for the Bela Ischia investment in the Smiform SR 6 stretch-blow molder?*

“Till now Bela Ischia has always turned to external suppliers to buy blown PET bottles. Considering how production is growing, it has become a priority for

# installation.



*How important is it for Bela Ischia that SMI be present in Brazil with a branch and local technical assistance and spares parts staff?*

“For any company, having assistance and parts on hand are key factors when choosing suppliers. With SMI, we know we can count on local staff who listen to us and understand our needs better than anyone else as they speak the same language and share the same culture. A fundamental element, creating security, as it gives us immediate assistance “in loco” from specialised technicians trained in the SMI offices in Italy.”

us to consider innovative solutions for ample operations flexibility and production processes at the best possible costs. That's why we decided to invest and purchase the SR6 rotary stretch-blow molder, to produce the PET bottles to be filled with different fruit juices directly. As this is the first stretch-blow molder plant installed in our production line, we chose machinery offering a high technological performance, reduced operating and maintenance costs and exceptional flexibility in creating different sized and shaped plastic containers.”

*What criteria do you apply to choose your suppliers?*

“When we need to invest and purchase new machinery, we have to consider serious, reliable companies satisfying all our expectations. Bela Ischia has to be able to satisfy its consumers and, faced by ongoing market changes, we work to get the best fruit selection, have highly specialised staff, use modern machinery and well-equipped research labs. During the decision-making process to buy the new stretch-blow molder, we reached the conclusion that SMI was our ideal partner. Then after further contact during the Fispal trade fair in San Paolo last June 2009, we were sure that the decision to install the Smiform SR6 stretch-blow molder was the best possible choice.”

