

Red Stripe.



BEER SECTOR

Red Stripe
Diageo group
Kingston, Jamaica
>> casepacker
SMI WP 450



■ The history of Diageo begins between the 18th and the 19th century, with the creation of some of the most prestigious and renowned brands of alcohol. Following expansion, innovation and diversification in the 20th century, today the Group has acquired great success in the business familiar to everyone, confirming itself as one of the leading worldwide producers of quality drinks (alcohol, wines, beer) sold in over 180 countries. The leading brands produced by the group include: Johnny Walker, J&B, Baileys, Guinness, Red Stripe, Senator Keg, etc.



Red Stripe

A BRIEF HISTORY...

■ Red Stripe has been part of Diageo since 1993, but its history began in 1918 with a "simple meeting". One morning two young men met in the offices of the West Indies Mineral & Table Water Company in Kingston, Jamaica.

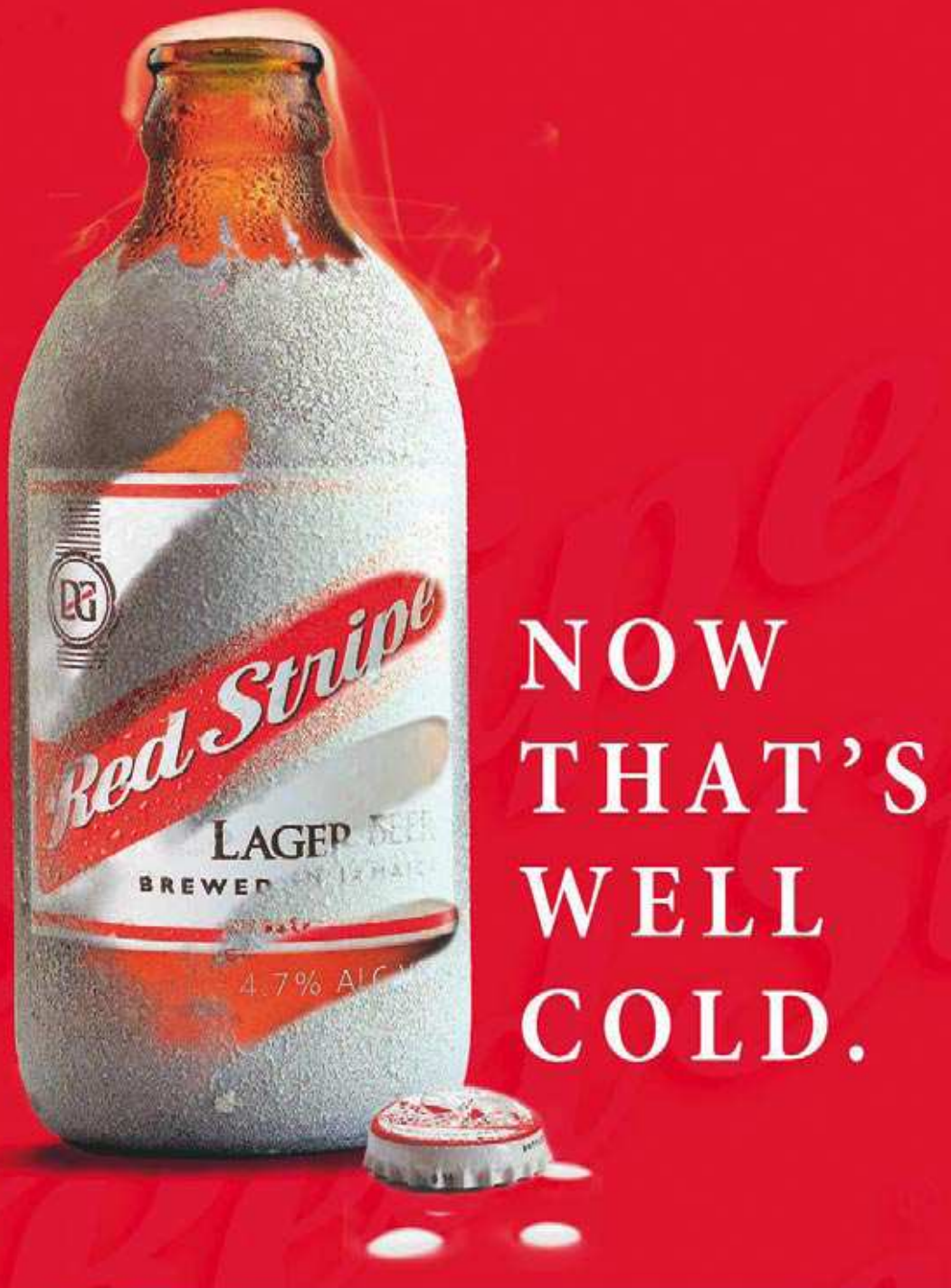
"My name is Thomas Hargreaves Geddes," said the newly arrived person. The other responded: "Pleasure to meet you. I'm not that long here myself. I am Eugene Desnoes."

For the first time, Desnoes and Geddes (see photo above) shook hands: it was the beginning of a beautiful partnership, which created the world of Red Stripe Lager, the most popular beer in Jamaica. Red Stripe is in fact the commercial brand name of "Desnoes & Geddes Limited" and the leading brand name of the company.

Since then Red Stripe Lager has been representing the long, rich history of Jamaica, its music and the "ethics" of DIY (do it yourself) born with the anarchic-punks.

The beer has become symbol of good music and the spirit of youthful rebellion. This association was grounded in the United Kingdom in the 70's with the birth of reggae, punk and ska (musical genres originating from Jamaica). To this day Red Stripe is an important sponsor of events like the annual festival "Reggae Sumfest".





NOW
THAT'S
WELL
COLD.

Red Stripe

The World's Coolest Beer Company.

■ Being part of the international Diageo group has been highly significant for the international distribution of Red Stripe and Dragon Stout. And now the new Red Stripe Light Red Beer has also been added. Red Stripe beer is currently exported to the USA and Canada, the Caribbean, Australia Japan and three European countries.

In this context of expansion, the new investments in production facilities, as well as the partnership with SMI, have been fundamental.

Initially, the customer wanted to renew its existing plant, and SMI was involved in this first phase with the provision of a line of conveyor belts to increase accumulation buffers in the existing line.

With a view to continuous business expansion, it was crucial to complete the project with the installation of a brand-new production line.

A SMI WP 450 wrap around casepacker has been added to the line, equipped with partitions insertion device, along with a line of conveyor belts for both loose and packaged product.

Flexibility of the line and final packaging are essential features as the

machine packages different kinds of loose products and clusters/baskets (in addition to Red Stripe beer, Dragon, Guinness, Malta and Smirnoff Ice bottles are also packaged). The loose product is packaged in wrap around boxes provided with partitions to preserve the quality of the bottle during transport.

The commercial activity of the Red Stripe brewery is geared to national and international markets: in this context it becomes essential to protect the qualities of the packaging, so that the product is of great impact within large-scale retail trade and ensure the customer the same image the company has in Jamaica.

Moreover the product in cluster and baskets is packaged in wrap around boxes in the classic 4x6



format.

The plan has been satisfying for both partners; from the outset the conditions were created to understand the customer's expectations in terms of layout and

production efficiency and so be able to provide Red Stripe not only with a machine with relevant conveyor belt line, but also with a service and commitment of a long-term partnership.

▪ THE BEER MARKET - How to satisfy customers in a dynamic market in continuous growth!

The beer market is rapidly evolving, recording an increase in pro-capita consumption and creating good opportunities in consolidated markets and in regions with emerging economic potentials.

Within this dynamic context a mix of factors become crucial: choice of consumers, marketing strategies, branding policies and innovative ideas for the product and packaging.

The competitiveness of breweries is increasingly based on their flexibility and timeliness to meet market demands and production efficiency.

The experience SMI gained in this sector, combined with the flexibility to satisfy all kinds of customer's requests, makes for a successful partnership.