

GASEOSAS LETICIA

THERE IS A PLACE IN AMAZONIA, WHERE THREE COUNTRIES MEET (COLOMBIA, BRAZIL AND PERU) AND YOU REALISE THAT AMAZONIA DOESN'T BELONG TO A SPECIFIC COUNTRY, BUT ONLY AND EXCLUSIVELY TO ITSELF. WE ARE IN THE CITY OF LETICIA, THE MOST SOUTHERN IN COLOMBIA, IN THE AREA OF "TRES FRONTERAS", IN THE CENTRE OF A THICK FOREST, SURROUNDED BY THE UNDISPUTED FORCE OF LUXURIOUS NATURE AND WHERE THE INTENSE GREEN OF THE JUNGLE, POPULATED BY SLOTHS, PARROTS, MONKEYS AND MANY OTHER SPECIES OF ANIMALS, IS INTERRUPTED FOR A BRIEF SPELL TO GIVE HOME TO GASEOSAS LETICIA S.A, THE SMALLEST BOTTLING PLANT WITHIN THE COCA-COLA COMPANY CIRCUIT. IT IS A BOTTLING PLANT WITH GREAT STRATEGIC IMPORTANCE FOR AMAZONIA, IN THE HEART OF THE JUNGLE, IT GENERATES WORK FOR OVER 500 PEOPLE DIRECTLY AND INDIRECTLY AND IN THE LAST FIVE YEARS, HAS SEEN AN ANNUAL GROWTH OF BETWEEN 8% AND 11%. THIS COLOMBIAN COMPANY, WHICH, CURRENTLY HAS FOUR BOTTLING LINES, DECIDED TO AUTOMATE THE PRODUCTION OF COCA-COLA BOTTLES IN PET AND THEREFORE, INSTALLED A NEW ULTRA-COMPACT ROTARY STRETCH-BLOW MOULDER FROM THE SMI EBS K ERGON RANGE.

- **SOFT DRINKS SECTOR**
GASEOSAS LETICIA S.A.
Leticia, Amazonas, Colombia
gaseosasleticia.com.co
- Rotary stretch blow-moulder EBS 4 K ERGON



VIDEO



GEO LOCATION

THE “LITTLE ONE” PART OF THE “GIANT”

Gaseosas Leticia S.A is the smallest bottling plant in the world within the American company The Coca-Cola Company and it satisfies the requests of Amazonia and the confining areas of Brazil and Peru, for soft drinks. “Gaseosas Leticia – as confirmed by the company CEO Mr. Hauptman Puentes -began its activity 50 years ago with just six employees and a small production of 25 cans of soft drinks per day (around 625 cans per month), while today they sell 2.000 per day (50.000 cans per month). Over the years, the company has evolved constantly, and if we consider the last five years, the annual growth has fluctuated between 8% and 11%.” Being part of the Coca-Cola group has certainly given Gaseosas Leticia added value, but there are other factors which are just as important that have allowed this Colombian company to gain a leading position in the region; the latest generation technology within the production

department and the talent of the employees and collaborators.



EXPLORING AMAZONIA

You can start exploring Amazonia by going on a night trek in the Omagua Natural Reserve, here you will find lots of insects and animals that you have never seen before: some spiders are tiny, others gigantic, there are also poison frogs, toads and tarantulas. Everywhere, there is a magical silence, only the sounds of nature which are sometimes disturbing, and when the torch lights go out, it is like being in an enchanted kingdom looking at fluorescent mushrooms. The more daring, can spend the night in a treetop house in the middle of the forest. You mustn't miss sailing along the River Amazon to reach the village of Puerto Nariño, where you can see pink dolphins, whilst the most courageous can go for a swim among piraña in Lake Tarapoto. The unique sunsets reflect on the water, creating a magical atmosphere enriched by the presence of the Ticuna, a local population who still practice evocative local traditions. It is from the natives that you learn to love Amazonia, seeing love, the lack of egoism and respect for nature reflected in their eyes.





LETICIA, WHERE THE COUNTRIES HAVE NO BORDERS

Very few people know that travelling through Amazonia, is like travelling through three different countries. The city of Leticia, home to the Coca-Cola plant, is just a few kilometres from the borders of Peru and Brazil, where the three countries seem to melt into one (area of the Tres Fronteras). It only takes a few minutes to sail along the Amazon to go from one country to another, and to hear Spanish spoken in the Colombian or Peruvian villages or Portuguese in those in Brazil. Amazonia is a true mosaic of populations, home to many indigenous communities, with only nineteen tribes known such as

the Ticuna, the Huitotos and the Yucun, who preserve a rich anthropological patrimony. Leticia a busy commercial port, founded in 1867, starting point for a lot of excursions, for the most part by river, and the most important residential area in the region as well as being the administrative centre of Amazonia. Despite the stifling heat, the humidity and ferocious mosquitoes, Leticia is a delightful launching pad from where to begin exploring the magical forest of Amazonia: from the island of Sofia, known as "isla de los micos", for the quantity of monkeys, to Puerto Nariño, a small town inhabited by the Ticuna and Yagua natives; from Lake

Tarapoto, natural habitat of dolphins, to the Amacayacu Natural Park, a natural reserve that is home to a rich variety of flora and fauna.



THE LUNG OF THE EARTH

The Amazonia forest, considered to be the lung of the Earth, covers an area of around 5.5 million square kilometres in Brazil, Peru, Colombia, Venezuela, Ecuador, Bolivia, Guyana, Suriname and French Guiana. It is home to one of the most flourishing ecosystems in the world, fed by the enormous section of water from the river Amazon, so majestic that sometimes it resembles a sea, and from the more than ten thousand tributaries, that over their paths create hundreds of islands. This gigantic river starts in Peru and after flowing for 6937 km, it bursts into the Atlantic Ocean. For its length it is second only to the Nile, but its hydrographic basin is the most widespread in the world, and even today, it is the main transport route in the region. The Amazonia forest is the largest rainforest on the planet, it is very precious for life thanks to the amount of oxygen that it produces, and has a rich patrimony of biodiversity. It is thought that 2.5 million species of insects, 3000 species of fish, 1294 of birds, 427 species of mammals and 378 of reptiles live in the region. As for the plantlife, there are 60,000 species of classified plants. Amazonia is certainly a fascinating destination to whoever is looking for extreme contact with nature and having an experience



in an unknown mystical dimension. The incredible landscapes that can be seen while sailing along the Amazon, the amazing leaps by the beautiful, rare, pink dolphins from Lake Tarapoto and the disturbing staring eyes coming from the monkeys hidden in the centuries old treetops, stir emotions that can't be rivalled.



➤ ALONG THE RIVER AMAZON

Sailing along the river Amazon you reach the Natural Reserve of Marasha, where you can observe a wide variety of flora and fauna and come into contact with the local population who live in harmony with the land and nature. Continuing along the river you reach the Amacayacu National Park, one of the 49 natural reserves in Colombia, where you can see spectacular plants, like the enormous ceiba trees or the round floating leaves of the giant *Victoria Amazonica* water lily which are so thick that they can hold the weight of a child. Around eighty kilometres from Leticia there is a small community called Nariño, sensitive to ecology and respectful of the fragile Amazonian ecosystem.



COLOMBIA ES PASIÓN

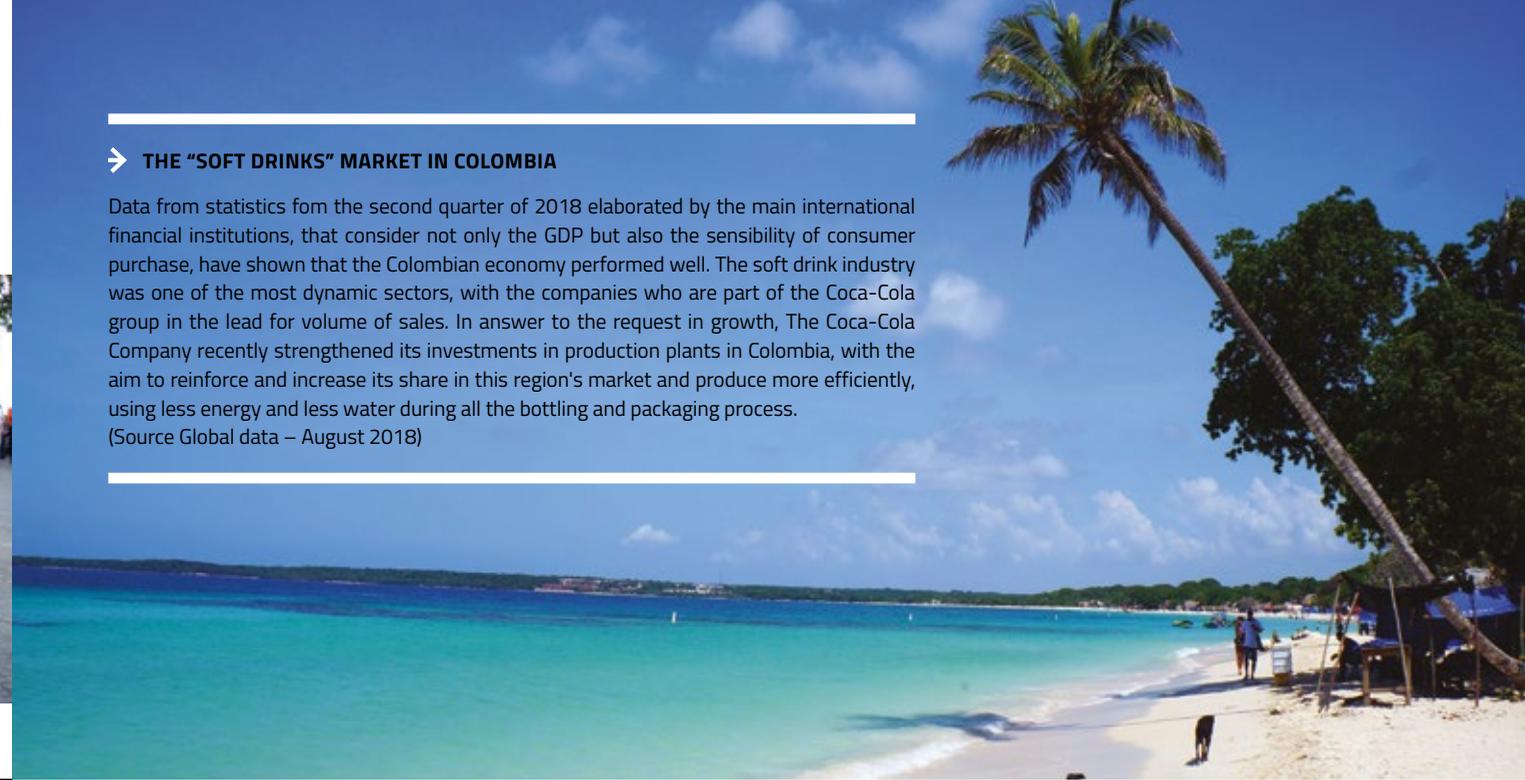
Colombia strikes you with its multiple aspects of nature and landscape and because there is a little of everything: sea, mountain, forest, desert, history, museums... "Colombia es pasión" is the slogan used to promote this country, which is little known to tourists, even though it is unique. A trip to Colombia means venturing in the heart of the Amazon, to discover the greatest and most unique biosphere on the planet. Around one third of Colombia is within the Amazonia forest, the enormous area of around 400 thousand square

kilometres of rain forest vegetation that surrounds the basin of the river Amazon, the "lung of the Earth", precious for the life of our planet thanks to the amount of oxygen produced and because it is the main green area with its rich patrimony of biodiversity.



➤ THE "SOFT DRINKS" MARKET IN COLOMBIA

Data from statistics from the second quarter of 2018 elaborated by the main international financial institutions, that consider not only the GDP but also the sensibility of consumer purchase, have shown that the Colombian economy performed well. The soft drink industry was one of the most dynamic sectors, with the companies who are part of the Coca-Cola group in the lead for volume of sales. In answer to the request in growth, The Coca-Cola Company recently strengthened its investments in production plants in Colombia, with the aim to reinforce and increase its share in this region's market and produce more efficiently, using less energy and less water during all the bottling and packaging process. (Source Global data – August 2018)

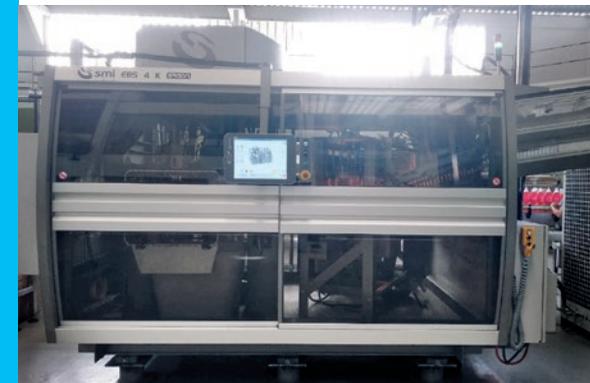


SMI SOLUTIONS FOR GASEOSAS LETICIA



The Gaseosas Leticia S.A. plant is situated in a strategic point, from where it is possible to distribute the production of its soft drinks all over the Colombian Amazonia. Thanks to investments in new technology, like the new SMI compact rotary stretch-blow moulder from the EBS K ERGON range, the expansion of this company is destined to last for many years. Through this latest investment, Gaseosas Leticia aims to widen its production capacity by bottling soft drinks

under the Coca-Cola brand, in 0,5 L and 2 L bottles in PET. The Gaseosas Leticia S.A. plant is situated in the centre of the town bearing the same name, within an industrial area of around 5.000 square metres, where the administration, sales and production teams work, not only in the production of the soft drinks for the Coca-Cola brand, but this Colombian company also produces beverages such as flavoured water, carbonated water, fruit juices with guarana, grapes, oranges, citrus, lemons, etc.



➔ ROTARY STRETCH-BLOW MOULDER EBS 4 K ERGON

Functions: stretch-blow moulding 0,5 L and 2 L bottles in PET, with a maximum speed of 8.800 bph (0,5 L containers).

Main advantages:

- The EBS K ERGON range is the result of an innovative project that uses advanced technological solutions inspired by the principles of 4.0 and the Internet of Things (IoT) to satisfy requests in terms of productivity, operation flexibility, energy savings, simple management and monitoring of the entire bottling line.
- The high efficiency rotary stretch-blowing system, equipped with motorised stretch rods (commonly used for high speed production) controlled by electronic movements that do not need mechanical cams. This solution guarantees the precise cycle of the stretch rods, significant energy savings, fewer mechanical interventions and remarkable advantages compared to linear blowers.
- Ultra-compact structure with reduced size: the K derives from the German word "kompakt", to highlight how compact the machine module is, which, in one single structure groups the section that heats the preforms with the one which stretch-blows.
- Completely electronic production process, with brushless motor transmission equipped with integrated servo driver.
- Reduced blower energy consumption, thanks to the preform heating module, equipped with high energy efficiency IR lamps, and to the stretch-blowing module equipped with dual air recovery system that allows the reduction of energy costs tied to the production of high pressure compressed air.
- High level production: the stretch-blowing system has the advantage of high performance valves with low deadvolume, which reduce the length of time for pre-blowing and blowing, ensuring greater machine output and a higher quality of bottles produced.
- Machine geared to be placed in the ECOBLOC® version together with a filler and a capper.

"WHEN THE TREE FELL, IT SPREAD ITS SEEDS..."

"AT THE BEGINNING I THOUGHT I WAS FIGHTING TO SAVE THE RUBBER TREES, THEN I BELIEVED I WAS FIGHTING TO SAVE AMAZONIA. NOW I UNDERSTAND THAT I AM FIGHTING FOR HUMANITY."

- CHICO MENDES -



Amazonia, a huge forest, that couldn't have more than it has, is the lung which is necessary for humanity, an enormous commercial value for investors, for the owners of the "fazendas" (farms) who would do anything for profit. At the first warning that the forest was being attacked, the Brazilian Francisco Alves Mendes Filho or "Chico" Mendes, formed a union of seringueiros (people who tap rubber), taking them to fight against devastation and in favour of creating "protected tapping areas", run by the local communities. Mendes was able to unite farmers, indians, trade unionists, priests and politicians in a revolutionary idea for the forest: a place without owners, where trees and men live and grow together, each taking care of the other. The true story of the defender of the Amazonia

forest, Chico Mendes, began when a tree fell... when on the 22nd December 1988 he was assassinated, at the age of only 44, outside his house in Xapuri by some land owners, who, together with some powerful men with rich finances, wanted to deforest Amazonia to build motorways and large infrastructures. During his short but intense life as a protector of civil rights and the environment, he took part in founding the Union of Rural Workers in Brasília and Xapuri, The National Council for rubber tappers and many other organisations. His work was officially recognised by the United Nations, who in Washington in 1987, awarded him with the UNE Global 500 a prize awarded for environmental protection. The figure of Chico Mendes became legendary after his death, so much so, that world

famous artists from Paul McCartney to Luis Sepúlveda, dedicated songs and books to him. His life story was told in the film, "The Burning Season", interpreted by the Portorican actor Raúl Juliá, who, by a twist of fate, died a few months after the film came out from an infection that he had picked up in Mexico during filming.



➤ COLOMBIAN AMAZONIA IS NOW A LEGAL ENTITY

In April 2018 the Colombian Supreme Court ruled that the Amazonia forest could be awarded the right of "legal entity", this means that the area is fundamental to the life of the world and it has the same legal rights as a human being, first and foremost, the right to live. The sentence was given after an appeal by a group of 25 young citizens – aged between 7 and 26- who in January 2018 wanted to sue the Colombian government, for not having protected the forest from destruction, victim of strong deforestation caused by climate change, thus endangering their present and future and violating their constitutional rights. Apart from awarding the legal entity status to the Colombian forest, the Supreme Court gave the Colombian government a period of four months, to elaborate an action plan able to face indiscriminate deforestation, as all the region plays a fundamental role in safeguarding global climate.

