



Strategic packaging for communicating and competing

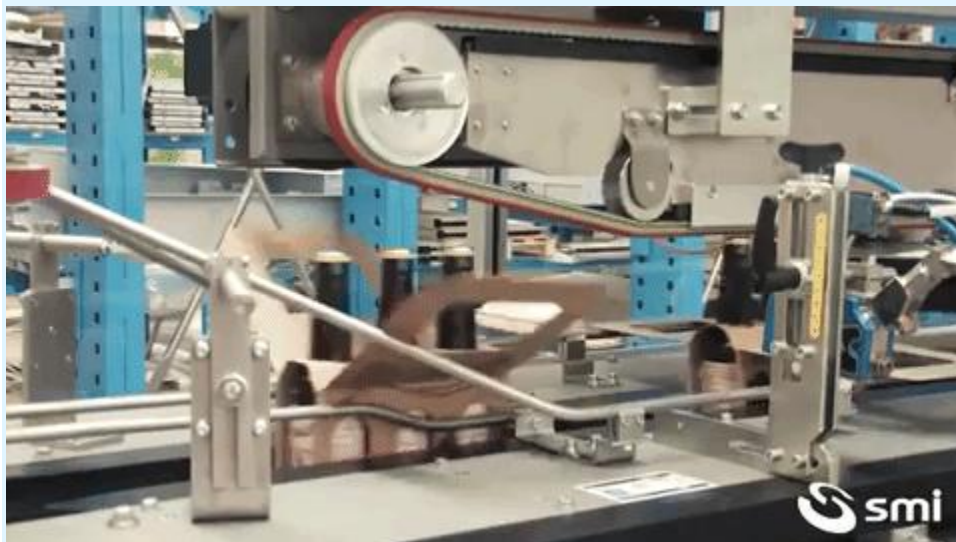


Characterized by a steady technological evolution, packaging is an effective communication and sales tool that directly involves the consumer. Format, colours, design, size and materials are elements used to stand out from the competition and to convey the qualities a product possesses.

For this reason we talk about strategic packaging.

The [MP 150 ERGON](#) overlapping cardboard sleeve packer, that will be showcased at **Brau Beviale** international trade fair, taking place in **Nuremberg – Germany from 12th to 14th November 2019**, meets these needs.

Thanks to the production of machines with innovative design and IoT technology, SMI provides cutting-edge packaging solutions, that ensure **production efficiency, operational flexibility, energy saving, ease of use and bottling and packaging line monitoring.**



The increase in craft beer consumption all over the world have led the operators of this sector to invest in automatic bottling and packaging plants, since a **well-thought and a well-made packaging is an important trump card.**

[MP ERGON](#) packers allow companies to compete, by leveraging on innovative packaging, without forgetting important elements, such as the practicality of the packaging and the protection of bottles. The **machine that will be showcased at Brau packs** in 1x3 in NT style 0.33 L bottles by Via Priula brewery in San Pellegrino Terme.

An original packaging, equipped with a handle that serves as gift box, that ensures an excellent visibility and gives an additional value to the product.

THE ADVANTAGES OF THE MP RANGE

Compactness and cost-effectiveness

The continuous motion packaging cycle ensures a smooth production flow, without jerky movements, which protects containers from knocks, guaranteeing **product integrity**, **high quality of the pack** and **reduced mechanical wear** of the machine components.



Ergonomics and safety

The hot melt glue sealing of the pack bottom is **precise and long-lasting**, with the possibility of using **different types of cardboard**.

Possibility of packing products in **several configurations**, in order to effectively meet the changing needs of final consumers.

Flexibility and ease of use

Machines equipped with embedded IoT technology that have their own digital intelligence. The **touch screen control panel** is equipped with a **user-friendly interface** in order to manage the machine in an easy and intuitive way and with advanced diagnostic functions and technical support in real time.



Meet us at Stand 7A 503 Hall 7A

If you want to discover further advantages related to **MP ERGON** packers, we will be waiting for you at Brau Beviale trade fair in Nuremberg at our **booth 503 Hall 7A** or we invite you to contact our [sales department](#).

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