


OIL SECTOR
Willowton Oil
 Willowton Group
 Pietermaritzburg, South Africa
 >> case packer
 SMIFLEXI WP 450
 >> belts and divider
 SMILINE DV 500



■ In the heart of the South African economy

In a broad valley, surrounded by green hills, lies the city of Pietermaritzburg, elected capital of the Republic of Natalia in 1838, after the Boer victory of Blood River.

After regaining control over the city in 1843, the British changed its urban and architectural appearance considerably by building Victorian inspired buildings.

The Indians then thought to further enrich the cultural landscape of the city, whose massive immigration in the nineteenth century was essential to support the growing number of sugar cane plantations. Currently Pietermaritzburg is an important industrial hub at regional level. The richness of the KwaZulu-Natal region is based on agriculture, livestock breeding, tourism and the processing industries, which represent 30% of its economy: in fact, 30% of goods exported from South Africa are produced here.

A long journey to excellence

■ Every journey begins with the courage to take the first step but it's the subsequent moves that determine where you are going. This is how one can sum up the story of Willowton Oil, among South Africa's leading companies in the production of cooking oil, margarine and spreads, detergents and candles.

Compared to other companies in the food sector, Willowton Oil has always been at the forefront of the technological innovations introduced in its factories; a farsighted choice that has assured this South African's company a long period of growth and success since its founding.

For Willowton Oil it is very important to provide all its consumers with prime



quality products, achieved using the best "raw material" available, as well as processing and production facilities equipped with cutting-edge technology.

The recent investment in new secondary packaging machinery is part of the foregoing perspective for the packaging of 2- 4- and 5-liter PET containers.

In order to expand its production capacity, made necessary by the increasing demand, Willowton Oil has relied on SMI technology and experience. In the four oil production lines including the Sunfoil, Sunshine D, D'Lite, Sungold brands plus other private labels, the South African company has decided to install four Smiflexi model WP 450 wrap-around case



packers, which receive the containers to be packed in cardboard boxes from four Smiline model DV500 dividers/channelers.



Willowton Oil and Smi: tradition and innovation at the service of the market

■ The Willowton Group, headquartered in Pietermaritzburg in the KwaZulu-Natal region, has experienced a sustained growth in recent years, which required significant investment to increase production capacity in the plants of Pietermaritzburg, Johannesburg and Cape Town, where a total of 1,250 people work. The group's activity revolves around well-established principles, such as service excellence, continuous

technological innovation and the enhancement of human resources. The presence of a Research Center common to all the companies of the Group is critical for the development of new products and the maintenance over time of the excellent quality standards achieved. Products of the Willowton Oil Group, including brands Sunfoil, D'Lite, Crown, Britelite, Daily, Cameo, Sunshine D, Nuvo and Romi, are available at all major retail chains,



Above: the new device at DV500 inlet is designed to orient the bottles with the handle in the required position.





supermarkets, wholesalers and shops both in South Africa and in Sub-Saharan Africa. The growing demand, also coming from strong exports, is the factor that pushed the company to invest in the purchase of four SMI Smiflexi WP 450 series wraparound case packers, capable of producing up to 45 packs/minute, for the factories of Pietermaritzburg and Gauteng. The edible oil with the Sunfoil, Sunshine D, D'Lite and Sungold brand is bottled in rectangular 2- 4- and 5-liter PET containers, which are then packed in corrugated cardboard boxes by the WP 450



■ 40 years of sustainable development

In 2010 the Willowton Group celebrated 40 years of business and decided to celebrate it in a rather singular way, which however expresses the company "mission" at best: it donated 4 million South African Rand (equal to more than 400,000 Euros) to 40 different organizations, which work in the social sector, distributed to the community (100,000 Rand each). Each association taking part in the selection for the prize had to respond to Willowton Oil's invitation to "Tell us why you're the best". In fact, the South African company believes that funded organizations are the "pillars" of the community.



WILLOWTON OIL



Above: Mr. Ali Akbar Moosa of Willowton Oil (to the left) meets Mr. Calvin Christy of Caltech Agencies (SMI agent), in the Isando Foods plant.

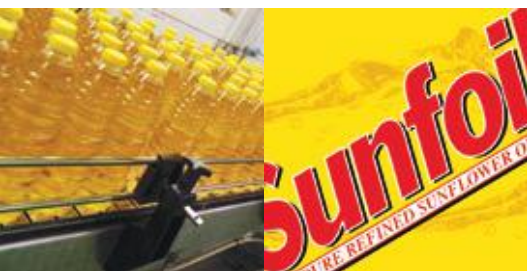


wraparound case packer: the 2-liter bottles in the 3x4, 2x4 and 2x5 collations, the 4-liter bottles in the 2x3 collation and the bigger 5-liter bottles in the 2x2 collation. The bulk rectangular bottles are sorted by a Smiline DV500 divider/channeler, which receives the containers in a single row, distributes them across multiple rows and channels them to the WP 450 case packer by means of the Smiline conveyor belts. A special device was installed at DV500 inlet to rotate the rectangular bottles. The process of handling the bottles from the divider to the case packer takes place in a smooth and steady manner while ensuring maximum operational flexibility.

The Smiline conveyor belts allow optimal management of product flows through a careful study of accumulation, distribution and handling dynamics, and are characterized by modular design, minimized format changeover times and maintenance, high operational reliability and levels of noise and friction among the lowest in this industrial field. Both start-up and management of the Smiflexi packer are simple and user-friendly, thanks to the POSYC operator panel with touch screen and interactive graphics. The wrap-around case packers produced by SMI adopt



newly developed technical solutions that allow you to significantly lower energy consumption and operating costs compared to other cardboard box packaging systems on the market.



■ Packaging in wrap-around boxes

To package edible oil in PET bottles, Willowton Oil opted for packaging in completely closed corrugated cardboard boxes; this solution provided the best protection of the product during the distribution process.

Besides, the cardboard boxes are very stable and, therefore, more easily stacked in the warehouse.

The innovative wrap-around packaging system proposed by SMI entails the use of a single machine, called case packer, to form the cardboard box and close the product inside, with the following significant benefits for the user of the plant:

- high versatility of use;
- high production speeds (up to 80 packs/minute in the WP 800 model);
- optimal protection of the packaged containers against impact and damage;
- exceptional stability of the finished package, with clear advantages in logistics;
- maximum impact for marketing the product, thanks to the possibility of printing color graphic motifs on the sides of the box.



A further advantage is the optimization of the space occupied by the packaging material, since the boxes used by SMI's wrap-around machines are supplied in flat dies, which occupy about half the space of the RSC (Regular Slotted Carton) boxes, with positive effects on transport and storage costs.