

# Vi-Jon.



CLEANING SECTOR  
**Vi-Jon Inc.**  
Vi-Jon Group  
Smyrna, TN, USA  
» case packer  
SMIFLEXI WP 350  
» belts and divider  
SMILINE DV 500



■ The market for products for personal hygiene and body care is undergoing profound changes. It is no longer enough to have products that make people feel better about themselves. Consumers are increasingly focused on leading a healthy, balanced lifestyle and taking care of their image more and more. Therefore, they require a wide range of high quality products, highly customized and in line with the new demands of authenticity, transparency and eco-compatibility. Healthy lifestyle and physical well-being of individuals are essential

to ensure personal satisfaction. Vi-Jon Inc., one of the most famous private label companies in the United States, specializing in the manufacture of cosmetics and personal care products, has always been committed to helping people feel good, look good and lead a more enjoyable life. This "vitality" requires Vi-Jon to make continuous investments, both financial and in human resources, to innovate the products of its brand and those of several private brands for which the company produces. An example of this dynamism is the recent expansion of the



manufacturing plant in Smyrna, Tennessee, for which SMI has provided Vi-Jon with a series of machines for the Rubbing Alcohol packaging line.

Specifically, the new supply consists of a Smiflexi model WP 350 wraparound case packer for secondary packaging in cardboard boxes, a DV

500 model divider and the conveyor belts for handling bulk bottles within the production line.

## Innovation: the lifeblood of Vi-Jon

■ Innovation is Vi-Jon's engine of growth. The U.S. company based in St. Louis, Missouri, has managed to perfectly combine the experience gained in over 100 years of activity with the innovative momentum of the R&D team, which is distinguished by its ability to formulate new products and propose cutting-edge solutions. The perfect mix of these two business "souls" has allowed Vi-Jon to quickly respond to the expectations of a changing marketplace.

Innovation is also the "lifeblood" of this successful enterprise that, to meet the challenges posed by its customers and by increased competition, launched an impressive array of new products,



improved and customized packaging and gave a more appealing look to its brand. The plan for expansion and modernization of the plant

in Smyrna, Tennessee, aimed at the improvement of the indexes of flexibility, efficiency, safety and productivity of plants.



The excellent quality/price ratio, reduced maintenance and operating costs and the low energy consumption of the new WP350 case packer installed in Smyrna contribute decisively to maintain the competitiveness of the Vi-Jon product on the market. Safeguarding the integrity of the square 0.5 liter PET bottles of the Rubbing Alcohol disinfectant is ensured by the closed cardboard boxes, in the 2x3, 3x4 and 4x6 collations,

■ The Vi-Jon brands

Vi-Jon produces a large number of leading brands in the field of health care and beauty products.

Cited among the major brands are "Germ-X", which includes hand sanitizers, antibacterial wipes, etc. and the line of products branded "Inspector Hector®", which includes cleaning products for hands and oral cleaning products especially suited to children, as a special formula makes it change color during use.

Vi-Jon also produces a wide variety of products for private labels, especially large chains of retail stores and shopping centers in North America.

Therefore, Vi Jon turned to SMI's experience in the secondary packaging field for the installation of high-performance machines after a careful analysis of their production needs. SMI proposed a Smiflexi 35 packs/minute wrap around case packer, model WP 350, that perfectly "matched" the expectations and the modernization plan decided by the U.S. company's top management for the production of the Rubbing Alcohol product, a disinfectant solution.





performed by the SMI machine. A Smiline model DV500 divider/channeler, installed to sort the bottles at the inlet of the packaging machine, receives the containers in a single row, distributes them across multiple rows and channels them to the WP 350 on Smiline conveyor belts.



## ■ Vi-Jon: more than 100 years of success

In 1908 John B. Brunner started the production of peroxide in the city of St. Louis, Missouri.

Thus was born the "Peroxide Specialty Company" that, following the expansion of production, lays the groundwork for the establishment, in 1933, of the current Vi-Jon Laboratories, the name of which derives from the combination of the first name of John B.

Brunner and his wife Viola Brunner (whose closest friends called Vi). Even the violets and daffodils on the labels of the first successful line of cosmetics launched by Vi-Jon inspired the new name of the company. The period between the Thirties and



Forties witnessed the great expansion of the business of the Brunner couple, but the story of this family is also sadly marked in 1946 by the sudden death of John B. Brunner in a tragic accident.

The fate of the company passed into the hands of their twenty-three year old son, John W., who assumed the presidency of Vi-Jon Laboratories and who, animated by strong goals and supported by all the company's staff, succeeded in expanding the family business to reach its current size.

The history of Vi-Jon, through a whole century, was also influenced by other great events: the economic boom, the Great Depression, two world wars, the change in lifestyle and technological progress. This company was able to create over the years a portfolio of high quality products that actually help people live better, improving their image and physical well-being.



# SMI solutions

for the channeling and handling of shaped containers

■ Smiline's DV dividers/channelers are compact and flexible systems that allow sorting and channeling a wide range of non-cylindrical shaped containers and already packaged packs. The SMI customer can choose between the models of the DV series or the GDV series for the handling of bulk containers in a bottling line. The models of the DV

series receive the bulk product in a single row, distribute them across multiple rows and channel them to the secondary packaging machines. The DV 500 model installed at the Vi-Jon plant in Smyrna is a continuous motion divider that reaches its maximum working speed of 750 containers/minute, depending on the type and size of the handled container.



## ■ St. Louis, Missouri

Today Vi-Jon has production and distribution facilities in the states of Missouri and Tennessee. But the true symbol of Vi-Jon is the city of St. Louis: here the company was founded by John B. Brunner in 1908 and here, after more than a century, is still home to headquarters. St. Louis, so named by its founders in honor of King Louis IX of France, is a modern American city the counties of which extend into Missouri and Illinois and whose metropolitan area reaches a population of 2.7 million inhabitants (it is the nineteenth largest city in the United States). From an architectural point of view the skyline of St. Louis is dominated by the Gateway Arch, a gigantic steel and concrete arch inaugurated in 1967, designed by the famous Finnish-American architect Eero Saarinen. Built on the banks of the Mississippi River near the place where the city was founded in 1763, this 192-meter tall monument symbolizes the westward expansion of the United States and ideally represents the big "door" through which the pioneers passed in search of new lands to colonize. The top of the arch has an observation deck where you can enjoy a breathtaking view of the city.



Instead, the models of the GDV series are capable of receiving the product in multiple rows at inlet (up to 4) and distributing them in multiple rows at outlet (up to 6), always with max performance up to 750 containers/minute. Smiline's dividers/channelers are made with quality materials, which ensure operational reliability and durability. The use of wear resistant components also reduces cleaning and maintenance, significantly lowering total cost of production facilities management. The connection between the Smiline DV500 divider and the Smiflexi WP 350 wraparound case packer is ensured by Smiline conveyor belts, characterized by fluid, accurate and constant motion thanks to a last generation automation and control system and the use of sophisticated sensors.

## ■ SMI USA inaugurates the new headquarters in Atlanta

After more than 12 years of direct presence on U.S. territory, Smigroup has decided to transfer the headquarters of its subsidiary SMI USA Inc. from Windsor, CT, to Atlanta in Georgia. The opening ceremony of the new building was held on June 20, 2011, in the presence of a group of major U.S. and Canadian customers. The decision to transfer the seat of SMI USA to the new Atlanta complex was born from the need to have a more spacious location to accommodate both the growing technical and sales staff, in addition to a showroom of packaging machines produced by Smipack.



The vast network of motorways and airports in Atlanta is a hub for communications and logistics in North America and enables SMI USA to conduct timely and efficient technical assistance and parts supply.

The professionalism and helpfulness of the staff of the Smigroup's North American subsidiary is definitely one of the key factors for the good sales results achieved in the United States and Canada, where over 170 automatic packaging machines produced by SMI are installed.

The offices in Atlanta have a modern conference room equipped with the latest tele/video conferencing devices, which allow for immediate contact with customers and with the parent SMI in Italy and for the organization of training courses aimed at line operators using SMI and Smipack packaging machines.

