

IN THE HEART OF THE JIRISAN MOUNTAIN NATIONAL PARK, WHERE THE FORCE OF NATURE CAN BE SEEN IN ALL ITS SPLENDOR, GUSHES THE PURE CRYSTALLINE WATER WHICH IS FAMOUS ALL OVER SOUTH KOREA. WE ARE TALKING ABOUT SANSU NATURAL MINERAL WATER, PRODUCED BY THE COMPANY SANSU BEVERAGE LTD, WHICH, IN SLIGHTLY MORE THAN 30 YEARS, HAS MANAGED TO UNDERSTAND MARKET EVOLUTION AND FACE ITS NEW REQUESTS. THE COMPANY HAS RECENTLY INVESTED IN NEW MACHINERY TO INCREASE PRODUCTION CAPACITY IN THE SANCHEONG AND SUDONG PLANTS. SANSU BEVERAGE APPROACHED SMI FOR THE SUPPLY AND INSTALLATION OF AN ECOBLOC® 16-48-16 HP VMAG INTEGRATED SYSTEM, AN SK 500F ERGON SHRINKWRAPPER AND A DV500S ERGON LANE DIVIDER FOR THE PLANT IN SANCHEONG AND AN SK 500F ERGON SHRINKWRAPPER WITH A DV500S ERGON LANE DIVIDER FOR THE PLANT IN SUDONG.

SANSU BEVERAGE

- **SECTOR: WATER**
SANSU BEVERAGE CO LTD
Sancheong, South Korea
www.sansu.co.kr
- Integrated system ECOBLOC® 16-48-16 HP VMAG
- 2 shrinkwrappers SK 500F ERGON
- 2 Lane dividers DV 500 S ERGON



VIDEO



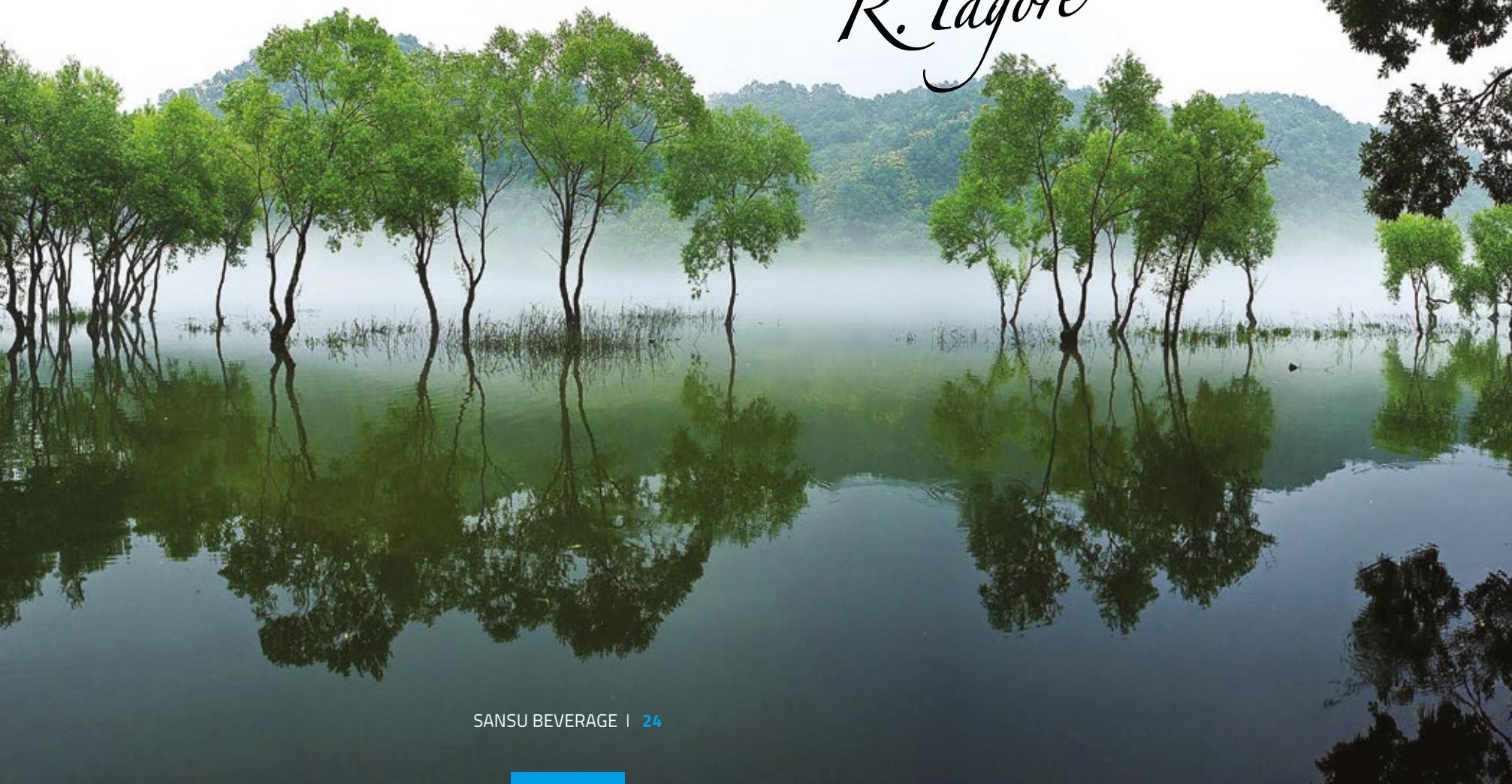
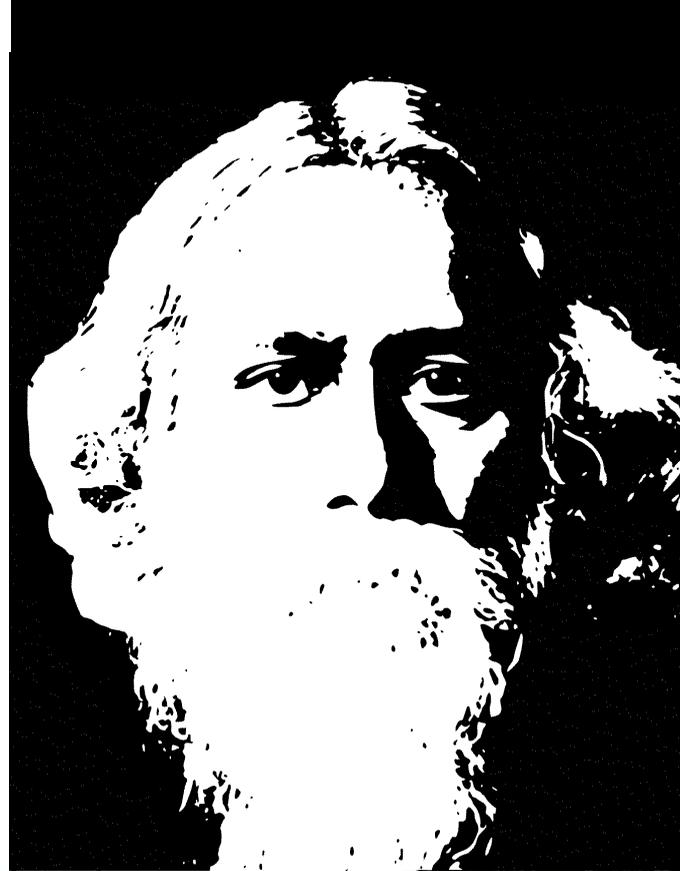
GEO LOCATION

In the country of the calm morning...

The Indian poet Rabindranath Tagore managed to find the most suggestive and realistic definition of Korea: the country of the calm morning. Then – until the end of the 19th century – the nation had been led by the Joseon dynasty for more than five centuries and R. Tagore, Nobel prize for literature in 1913, originally from Calcutta, had understood the force of its nature, that is shown in silence, letting itself be admired. He could never have imagined how those fertile plains, would become theatre to the brutal Japanese colonialism, nor that the

crystalline rivers would collect the blood of two world wars, or that the majestic mountains would become the border between a nation sliced in two, separating families and creating deep economic and social differences between North and South. But South Korea has risen and has become one of the most seductive nations that can be visited and discovered. The history of Sansu Beverage Ltd is part of the history of all South Korea, a nation full of hidden wonders and everyday events that fascinate and astonish.

R. Tagore



THE KOREAN PENINSULA HAS AN ANCIENT HISTORY WITH LOTS TO OFFER; FROM THE MOUNTAINS IN THE NORTH, TO THE LONG COASTLINES AND ISLANDS IN THE SOUTH, FROM NATIONAL PARKS TO NUMEROUS TEMPLES. APART FROM BEING A NATION WITH HISTORY AND TRADITIONS DATING BACK THOUSANDS OF YEARS, KOREA IS ALSO ONE OF THE MOST MODERN COUNTRIES IN THE WORLD; CITIES LIKE SEOUL AND BUSAN ARE FOREFRONT IN AREAS OF TECHNOLOGY, FASHION AND DESIGN. THE LANDSCAPE OF SOUTH KOREA IS DIVIDED INTO MOUNTAIN LANDSCAPES (THERE ARE AROUND TWENTY NATIONAL PARKS), QUITE FLAT VALLEYS AND LONG COASTLINES.



SANSU BEVERAGE HIGH QUALITY PRODUCTS

→ Sansu Beverage is a leader in the production of natural mineral water in South Korea. The company set up in 1984, after only four years, in 1988, at the Seoul Olympic Games it became one of the official sponsors. The growth of the production capacity was inevitable and so Sansu Beverage had to invest in a new bottling line for natural mineral water in PET 0,5L and 2L. The Korean company decided to equip itself with modern technology and once again put itself into the professional hands and experience of SMI, which in 2003 had supplied and installed a WP300 casepacker and in 2007 an SK 450F shrinkwrapper for film-only secondary

packaging at the Sancheong plant. The recent SMI supply at the Sancheong plant, home to its HQ, includes an integrated ECOBLOC® system, VMAG series, for blowing, filling and capping bottles in PET square based 2L and 0,5L, an SK 500F shrinkwrapper and a DV 500S lane divider. However, for the plant in Sudong an SK 500F shrinkwrapper and a DV 500S lane divider were supplied. Sansu Beverage produces own brand natural water and works as a co-packer for important brands in the sector, such as Coca-Cola, Haitai Bev, Lottechilsung Bev., Dongwon F&B, Donga- Otsuka and others. The production capacity from just the Sancheong plant, has risen quickly from 58,5 million bottles/year in



2014 to 85,7 million in 2016 and, thanks to the new machinery supplied by SMI, it is estimated that in 2017 it will be over 145 million bottles/year.



SANSU BEVERAGE CO LTD

 **Year of founding:** 1984

 **Production areas:** 62.600 m² at Sancheong and 119.833 m² at Sudong

 **Turnover:** € 18,2 million

 **Employees:** 47 in the plant at Sancheong and 30 at Sudong

 **Production:** 85,7 million bottles in 2016 (Sancheong plant)

BELOW FROM LEFT:

JIMMY HUNG, SMI SALES AREA MANAGER; YOUNG HAN LEE, MANAGING DIRECTOR SANSU BEVERAGE AT SANCHEONG AND HEE CHUN SONG, MANAGING DIRECTOR OF HANSEI TRADING



SEOUL, THE "COOLEST" CITY IN ASIA

A trip to Korea must include a visit of its enormous capital, Seoul, soul of the country for substance and for assonance (the pronunciation is "soul"). The city that always finds a way to astonish and that at any time of day or night offers something new to discover. Here, there is everything and the opposite of everything. The follies of consumerism mix with the sobriety of Confucianism dedicated to work and traditional cult. To get a view of the city the best place is the N Seoul Tower, that stands out against the peak of mount Namson, 480 metres above sea level (the tower itself is 237 metres tall); the tower is considered to be a romantic place because the

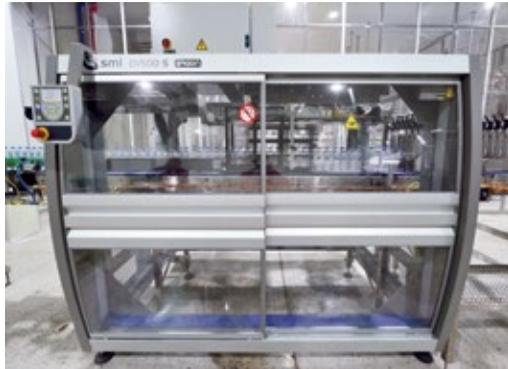
terrace below is where you go to declare your love, love padlocks are locked and unforgettable photos are taken.



Another breath-taking view of the city can be seen from the brand new Lotte World Tower, which, with its 123 floors and 555 metres in height, is one of the tallest buildings in the world. The capital of South Korea is to all effects a big Asian metropolis, with 25 million inhabitants, or rather, half the national population. Everyone is in a rush, businesses and consumption are pushed to the limit, the city is under continual development, there's always something being built. Seoul is a city full of contrast that lives at 100 miles per hour or that slows its rhythm, where the 35 floor apartment blocks live peacefully with the traditional Buddhist temples. With the headquarters of multinational companies that work within the country, the capital of Korea represents one of the strongest global economies and it is the visible symbol of that, which is called, the "miracle of the river Han", referring to the enormous progress of the South Korean economy over the last decades.



SMI SOLUTIONS FOR SANSU BEVERAGE



The machines supplied by SMI for Sansu Beverage were designed according to innovative criteria which allows them to reach high levels of production efficiency and to notably reduce energy costs and the TCO (Total Cost of Ownership) of the customer. All the new machines are suitable to satisfy the Korean company's production needs, around 30.000 bottles/hour in a 0,5L format, thus responding efficiently to growing market needs.



➤ THE SANCHEONG PLANT

Production of natural mineral water in bottles in PET 0,5 L and 2 L with a square base

Primary packaging

- an integrated system for blowing-filling-capping ECOBLOC® 16-48-16HP VMAG with a production capacity up to 30.000 bottles/hour

Secondary packaging

- DV 500 S ERGON lane divider, SK 500F ERGON shrinkwrapper and PSHA 60
- packaging of bottles in PET 0,5L in 5x4 format, in film only and bottles in PET 2L in 3x2 format in film only with handle

➤ THE SUDONG PLANT

Production of natural mineral water in bottles in PET from 0,5L to 2L with a square base and bottles in PET 0,35L round base

Secondary packaging

- DV 500 S ERGON lane divider and SK 500F ERGON shrinkwrapper
- packaging of bottles in PET 0,5 L in 5x4 format, film-only, bottles in PET 2L in 3x2 and 4x3 formats, film-only and bottles in PET 0,35L in 5x4 film-only.

INTEGRATED SYSTEM ECOBLOC® 16-48-16 HP VMAG



An ideal solution for stretch-blowing, filling and capping bottles in PET 0,5L and 2L with natural mineral water.

Advantages:

- A solution that integrates in a single block the three operations of blowing, filling and capping which does not need a rinser or air conveyors between the blower and the filler or accumulation conveyors, giving considerable advantages to economy and maintenance.
- An eco-sustainable solution with reduced energy costs, thanks to numerous innovative technology; for example, the preform heating unit is assembled with energy efficient IR ray lamps, while the stretch-blowing unit has a system that retrieves air allowing a reduction in energy costs tied to the production of high-pressure compressed air.
- The use of latest generation filler technology, that allows the complete electronic management of the filling



process and the selection of working parameters directly from the operator's panel.

- Quick and easy format change-over.
- The motorisation and the transmission

systems of the filler and the capper are situated on the top part of the machine, in a dry area that is perfectly isolated from the working environment.

SHRINKWRAPPER SK 500F ERGON



An ideal solution for packaging bottles in PET 0,5L and 2L in film-only packages

Advantages:

- the machine is equipped with an electronic separator, automatic format change-over, film reel trolley and registration system for printed film
- an ideal solution to quickly switch from one packaging format to another, alternating the production of bottles of 0.5L with those of 2L in film-only
- the machine is supplied with a "soft close" system for decelerating the safety guard on closure, avoiding slamming and damage
- the shrinkwrapper is activated by brushless motors fitted directly to the transmission, with the advantage of reducing energy usage, noise and maintenance
- the shrinkwrapper in the Sancheong plant also has the accessory PSHA 60 automatic handle applicator to apply handles onto shrink film before the packs are formed and enter the heat shrinking tunnel. The handle applicator is mounted on the outer edge of the LSK 500 F ERGON and it is an advantageous solution for those who don't have enough room to install

the traditional stand-alone handle applicator downstream of the packer and the conveyor belts that join the two machines.





JIRISAN: EXQUISITE WISDOM

The source of Sansu water is inside the Jirisan national park, Korea's main park, where nature is the undisputed protagonist. For this reason, the water that flows from this uncontaminated environment is pure, rich in minerals and much appreciated on the national market. Jirisan, that literally means "exquisite wisdom", represents a vast natural, cultural and spiritual patrimony in South Korea. Founded in 1967, the Jirisan park was the country's first national park and takes its name from Mount Jirisan (1915m above sea level), the second highest mountain of Korea, situated in the province of southern Gyeongsang. People speak of Jiri-san as though it were just a mountain, but in reality it has a lot of peaks; the three highest are: Cheonwang-Bang, Banyang-Bong e Nogo-Dan. The park is so big that

it extends over three provinces (North and South Jeolla and South Gyeongsang). There are lots of different attractions that draw pilgrims and tourists every year: inside the park there are many sanctuaries and seven important Buddhist temples; of which Hwaeomsa is the most famous and contains lots of national treasures like ancient artistic sculptures. The mountain is also the home to Cheonghak-dong, the Village of the Blue Crane. Some consider Mount Jirisan to be the second home of Munsu Bosal (Manjusri), the Bodhisattva of wisdom, an idolized divinity that represents the Buddha of wisdom. Bodhisattva (Posal in Korean) is a Sanskrit word that means "to be illuminated" and refers to those who have reached a high level of illumination, but who have delayed the entry to eternal nirvana with the hope of guiding others to salvation.

FASCINATINGLY UNIQUE LANDSCAPES
MOUNT JIRISAN, APART FROM BEING SURROUNDED BY A SACRED AURA, IS UNIQUELY FASCINATING AND INTERESTING WITH MANY HIKING TRAILS AND CONSIDERABLE VIEWS WHICH ARE APPRECIATED BY KOREANS AND TOURISTS ALIKE. WHOEVER DECIDES TO VISIT KOREA MUSTN'T MISS OUT ON AN EXCURSION TO MOUNT JIRISAN AND ITS NATIONAL PARK, WHERE YOU CAN ALSO FIND VARIOUS CULTIVATIONS LIKE TEA, WHICH ARE QUITE VAST IN THIS AREA.

➤ THE VILLAGE OF CHEONGHAKDONG

Situated in the southern part of the Samsanbong mountain chain, at the feet of mount Jirisan, the village of Cheonghakdong is famous for preserving the traditional Korean way of living. The term 'Cheonghak' means community where the blue plumed crane lives. This area has remained virtually uncontaminated despite historical events, in fact electricity only arrived 20 years ago. The 200 inhabitants of this community continue to have their hair tied in the traditional way and work on their farms like they did in the past. Next to their village, is the sacred ground dedicated to the veneration of Hwanin, Hwanwung, Tangun (according to tradition founder of the realm of Korea) and a monastery called Samseong-gung. To enter the sanctuary, you must ring the gong three times and wait for the arrival of the ascetic. You must wear traditional clothes and clothes or caps with writing in English are not permitted.



NOT JUST WATER...

THE WELLBEING OF MEDICINAL HERBS

→ **T**he city of Sancheong, where Sansu Beverage has its headquarters, is the birthplace of traditional Korean medicine, famous for its excellent doctors, whose reputations have spread as far as China. Medicinal herbs are grown in this area, they grow spontaneously at the feet of mount Jirisan and are renowned to be efficient. Even a museum has been created, which annually holds the important Sancheong Medical Herb Festival with events relating to medicinal herbs and the possibility to admire a vast variety. There is even a theme park, the "Sancheong Oriental Medicine Theme Park" (now Donguibogam Village), inaugurated in 2010 and the first park to be dedicated to traditional Oriental medicine. Buried between forests and villages, everything inside the parks

revolves around the five elements of the Universe: wood, fire, earth, metal and water. Traditional Korean medicine is the result of collective wisdom. From as far back when the first populations arrived on the peninsula, Koreans have continually developed a particular type of medicine, suitable for their lifestyle and their physical constitution different from other Oriental medicine. Korean medical knowledge applies itself to symptomatic treatment, to alleviate pain or medicate a wound and to cure and improve personal wellbeing through the use of suitable foods. In Korea the physical constitution of a person is distinguished by four categories, each with different physical and mental characteristics, therefore subject to different physiologic, pathologic and restorative treatment.



AWAITING

THE 2018 WINTER OLYMPICS



In 2018 there will be another special reason to visit a fascinating country like South Korea: the XXIII Winter Olympic Games will take place in the province of Pyeongchang (about 180 km east of the capital Seoul), in the region of the Taebaek mountains, the biggest mountain range on the Korean peninsula, that extends over vast areas of the eastern coast. The main skiing area of the four Olympic sites is the "Yongpyong Ski Resort", where the Winter Olympic descent and slalom will take place. It has 14 ski-lifts and 31 slopes, with a total length of 29 km. The "Jungbong" skiing area will be built especially for the Alpine disciplines and therefore represents an important opportunity for whoever wishes to have a part of a great project.

