

# CAMPARI AUSTRALIA

➤ **SECTOR: ALCOHOLIC BEVERAGES**

CAMPARI AUSTRALIA PTY LTD  
Derrimut, Victoria, Australia  
[www.camparigroup.com](http://www.camparigroup.com)

- WP 600 - WP 350 - WP 600 packers
- EASY-LOAD automatic magazine
- Conveyors



GEO LOCATION



## WELCOME TO THE APERITIF CAPITAL

**C**ampari's history is linked to that of Milan and its iconic places such as the Galleria Vittorio Emanuele II, the historical place of the Campari bar and Camparino. Along with fashion and design, the Campari brand is one of the city's symbols, and marked the beginning of the tradition of the aperitif (now valued and distributed at domestic and international level). Actually, the sundowner has nothing to do with the simple consumption of drinks ... it is a casual time to stop, reflect and talk about one's wins and losses of the day.

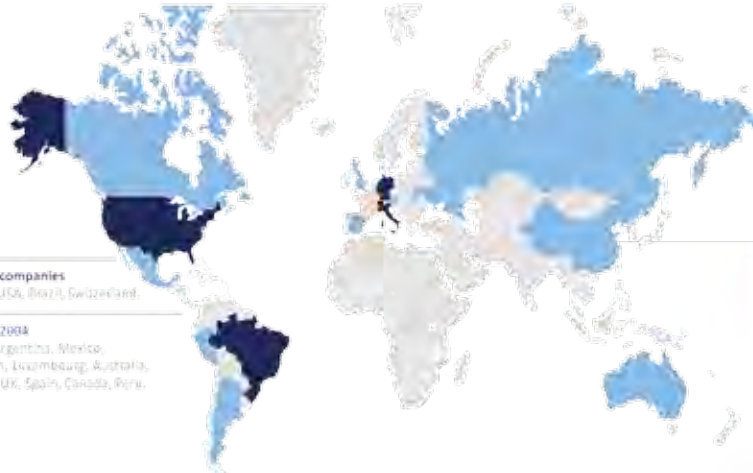




# GROWING, PROMOTING EXCELLENCE

→ DAVIDE CAMPARI-MILANO S.P.A., WITH ITS SUBSIDIARIES (CAMPARI GROUP), RANKS SIXTH IN THE WORLD IN THE BRANDED SPIRITS SECTOR.

In recent years, the Campari Group has grown significantly both in relation to its geographic expansion and number of persons employed. Today it is present in many countries of different socio-cultural contexts and, for this reason it is committed to promoting excellence, spirit of enterprise and equal opportunities in every market where it operates. In 2013 the Campari Group acquired Copack Beverage A Limited Partnership, a leading bottler in Australia (specializing in the packaging of canned and glass beverages) and, since 2010, is Campari Group's supplier for the packaging of ready-to-drink products.



## DAVIDE CAMPARI MILANO S.p.A.



**Year founded:** 1860

**Production facilities:** Worldwide, Campari has 16 bottling plants, 2 wineries and its own distribution network in 19 countries. In 2013 the Campari Group took over the Australian Copack Beverage A Limited Partnership, a leading beverage bottling company, thus strengthening its supply chain.

**Internationally known brands:** Aperol, Appleton Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey

**Employees:** The Campari Group employs about 4,000 persons

PASSION  
 PERFORMANCE  
 INTEGRITY  
 PRAGMATISM



## Investing in packaging lines for a more efficient future



→ The brand building passion, entrepreneurial spirit and functional excellence all coexist within Campari.

In fact, this company wants to be:

- UNIQUE (big enough to win, small enough to act quickly and decisively)
- FAST-GROWING
- HIGHLY PROFITABLE
- FUN (having fun in what it does, having team spirit and a confident and positive attitude).



Campari Australia Pty Ltd has been in business since 2013 with its own production as well as for third parties, with a number of products well-known on the Australian market. Thanks to its current production capacity and customer portfolio, this company is well placed to continue to expand its market share and increase the production efficiency of its plants. Campari's investment in Australia further strengthens the Group's international supply chain and constitutes an important opportunity to support future growth in the Asia-Pacific region. These goals are achieved more easily if you invest in high-efficiency technology for secondary packaging, by installing flexible machines that are easy to use. The aforesaid machines, together with the company's great innovative capacity, have allowed Campari to launch a number of successful brands in the vast Australian continent.



**#CAMPARI GROUP#**  
 HAS A PORTFOLIO OF MORE THAN 50 PREMIUM AND SUPER PREMIUM BRANDS SOLD IN MORE THAN 190 COUNTRIES IN THE WORLD

**#CAMPARISTI#**  
 THESE ARE CAMPARI GROUP'S AMBASSADORS IN PLACES WHERE THE COMPANY IS PRESENT AND ARE ONE OF ITS MOST IMPORTANT RESOURCES IN ENSURING SUCCESS. FOR CAMPARI IT IS CRUCIAL TO PROMOTE AND MAKE THEIR TALENTS GROW TO BE ABLE TO FACE THE MARKET'S CHALLENGES AND OPPORTUNITIES.

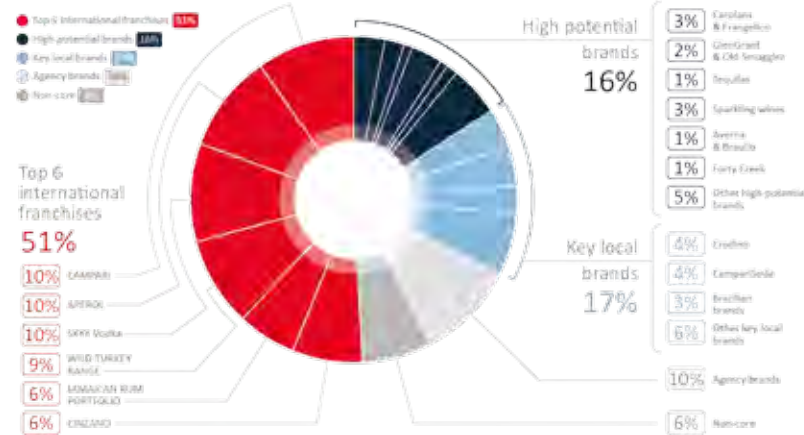


## THE IMPORTANCE OF THE SUPPLY CHAIN

The Campari Group aims to offer the best products to its customers. This is why it chooses only trusted business partners such as SMI and establishes proper, clear and fair relationships with them. These very valuable principles are the basis of the consolidated collaboration between Campari and SMI which, since 2008, has brought to fruition the supply of numerous secondary packaging systems with high technological content.



## A WELL-BALANCED COCKTAIL FOR FUTURE GROWTH



# YES. WE ARE READY TO DRINK

A phenomenon that characterizes the beverage market in Australia is the Ready-to-drink category that includes pre-mixed bottled drinks with low alcohol content, which Campari introduced on the market in the early 2000s and immediately achieved interesting growth rates. The positioning is that of a product suitable for many occasions throughout the day, with peaks in the summer. The Campari's ready-to-drink market includes the Campari Mixx, Skyy Blue and Wild Turkey brands.



# THE EASY LOAD INTEGRATION

Campari Australia Pty Ltd produces a large variety of products and needs to be able to use both cardboard boxes with the standard 3 mm thickness and microflute cardboard boxes that are less than 2 mm thick. This requirement led SMI

to upgrade its three case packers (the WP 350 and WP 600 models) installed in the plant of Derrimut. The machine upgrade involved the installation of the new EASY LOAD system for the automatic loading of the blank magazine, which allows the user to easily manage the various types of

packaging material. Since it also produces for third parties, Campari Australia often uses cardboard blanks with very different characteristics and qualities; with a traditional system, that requirement would entail many machine setting adjustments, with fairly long format changeover times. Therefore, the EASY LOAD system designed by SMI is the perfect solution for situations such as the one Campari requires, since the operator can quickly accomplish the switchover from one format to another. This system assures higher efficiency and precision in the management of blanks of different thickness and ensures greater tolerance when formats change. In fact, from an operational and functional viewpoint, the cardboard blanks, stacked horizontally into uniform groups, can be easily loaded by the operator since the feeding belt of the cardboard blank magazine is placed at the same working height of the packer infeed belt rather than underneath it, as in the more traditional solutions.



#### → WP 350 CASE PACKER

It packages glass bottles of 0.275 and 0.33 L loose or in 2x2 or 2x3 cardboard sleeves in wrap-around boxes.

**Packages made:** 3x4 or 4x6 cardboard wrap-around boxes.

#### → 2 WP 600 CASE PACKERS

It packages cans from 0.2 to 0.55 L loose or in 2x2 or 2x3 cardboard sleeves in wrap-around boxes.

**Packages made:** 3x4 or 4x6 cardboard wrap-around boxes.

**Advantages:** WP wrap-around case packers are secondary packaging machines suitable for processing a wide range of products (especially cans from 25 cl to 37.5 cl) of various brands.

#### → EASY LOAD

This system comprises a series of motorized roller belts designed to feed the packer's cardboard blanks magazine. The cardboard blanks advance on these belts until they reach an area where they are conveyed up to the collection system either of the wrap-around case packer or the shrinkwrapper. Thanks to appropriate sensors, the arrangement and feeding of the cardboard blanks on the motorized roller belts and their loading into the packer's magazine is fully automated.

**Advantages:** this is the ideal solution which, in conjunction with a WP case packer, allows the packaging of various types of containers in a variety of pack formats, using different thicknesses of cardboard, without compromising the final quality of the box.




Australia is huge and distances are really endless. As such, the choice of how to transport goods affects the type of packaging to be used. The main purpose of a packaging is to protect goods during handling, storage, transport, distribution, sale and final consumption. Therefore, packaging in wrap-around cardboard boxes is the ideal solution for marketing bottled drinks throughout the Australian's territory of 7,692,024 square kilometers.

# TRANSPORT AND LOGISTICS IN AUSTRALIA



# WHAT DO AUSTRALIANS DRINK?

Perhaps it is still early to say that Australians no longer enjoy drinking carbonated soft drinks, but the fact is that over the past five years the average weekly consumption of soft drinks has dropped from 56% to 49% of the total. According to the Australian research institute, Roy Morgan Research, between 2009 and 2013 the consumption of sparkling mineral water increased from 7 to 8%, and the so-called 'mixers', such as tonic water and dry Ginger Ale, have grown from 10 to 12%. Simultaneously, with the transition from soft drinks high in sugar content, such as colas and lemonades, to other more healthful and natural carbonated beverages, it seems that tastes are slowly veering towards lighter and less flavored drinks.



# AUSTRALIA