

# LA GALVANINA

## WATER SECTOR

**La Galvanina S.p.A.**


Rimini - Apecchio, Italy

**Group:** Galvanina Group

- Smiflexi WP 450 Wrap around case packer
- Smiflexi SK 502T Shrinkwrapper



GEO LOCATION



In the early twentieth century, La Galvanina (headquartered in Rimini - Loc. San Lorenzo Monte, in the Rimini province) started up its business in the packaged beverage sector, by industrially bottling the Acqua Minerale Galvanina (Galvanina Mineral Water) in glass bottles which, in those days, was mostly used by a small circle of noble families from that area. Since then, more and more customers have come to appreciate the great digestive qualities of this product that, year after year, has expanded to the point of covering the entire Italian territory. In 1989, Acqua Minerale Galvanina landed on all continents, from Africa to Asia, from Australia to the Americas, making it one of the most renowned and popular mineral waters in the world.



To keep pace with its success on the international markets, the Rimini company expanded its production facilities, pursuing the total quality of its products through the continuous upgrading of technologies used. La Galvanina currently operates through its two production sites in Rimini and Apecchio, which employ a total of approximately 70 employees in Italy and more than 30 in the commercial branches abroad.





# valdimeti

ACQUA OLIGOMINERALE

## QUALITY PRODUCTS AND ONGOING TECHNOLOGICAL UPGRADES

In the town of Apecchio, in the province of Pesaro, La Galvanina bottles water low in mineral content branded Val di Meti, in an industrial location that was taken over in October 2008, after having closed down for several years caused by repeated and unfortunate changes of ownership. Thanks to this important investment, La Galvanina restarted the production and marketing of this water, which has long-standing traditions and is an icon of the authenticity of the Marche region and pristine source of the mountains from which it comes. The Val di Meti mineral water springs at an altitude of about 700 meters above sea level in



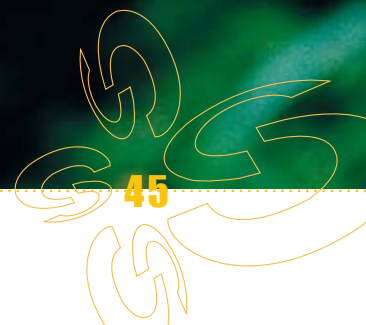


the heart of the Central Apennine Mountains, in the Marche region, on the border between Umbria and Tuscany. The pristine landscape of Monte Nerone on one side and that of the Monti della Carda on the other, snowcapped for much of the year, surrounds this wonderful water which is perfectly balanced in its low mineral content composition. Known and appreciated for centuries, this water is distinguished by its perfect composition of trace elements, ideal in early childhood and for people on low-sodium diets, excellent with meals and useful for sportspeople... virtually suitable for all and at any time of the day. The "rebirth" of the Val di Meti water plant became feasible thanks to the massive modernization and expansion of the bottling plants, required to bring the production lines back to conditions of efficiency and productivity. The plant's surface was more than doubled to be able to house both the production of glass and plastic bottles under the same roof. In its



industrial project, including the upgrading and modernization of its systems, La Galvanina focused on technologically advanced solutions that could give the Val di Meti

Water brand the same international visibility of the Group's other products, thanks to increase in exports and innovative marketing strategies.







# GALVANINA GROUP



The ancient splendor of mineral water and natural non-alcoholic beverages

**L**a Galvanina S.p.A. is famous in Italy and around the world not only for its mineral water but also for the production of flavored waters and non-alcoholic beverages made with fruit juices and natural flavors, which began in the early years of the twentieth century. Historically, Galvanina is one of the oldest sources of natural mineral water in Italy; in fact, since its founding in 268 BC, the colony of Ariminum (modern Rimini), where the source is located, was one of



the most important Roman cities in northern Italy.

To confirm the interest of the Romans to this place, rich in therapeutic waters, are the archeological finds



which surfaced during the excavation of the tunnels conveying the Galvanina water and the fixing up of the ancient Renaissance fountain, suggesting the existence of ancient Roman baths.

These findings have made an exceptional scenario of rock and massive culverts accessible to man, where the Galvanina Mineral Water has been running deep for millennia.



Laboratorio della Galvanina







Galvanina Water, thanks to the magnesium, calcium and bicarbonates dissolved in it, along with a moderate content of free carbon dioxide (38.5 mg of CO<sup>2</sup> per liter), acts on the liver and stomach and, hence, may aid

hepato-biliary functions. It also stimulates digestion if taken with meals, it is diuretic and can decrease the uric acid level in the blood.



👤 Rino Mini  
*President of La Galvanina S.p.A.*





*L'inimitabile  
gusto Italiano!*

**GALVANINA**

A C Q U A M I N E R A L E N A T U R A L E



## Galvanina meets fashion

The "Iceberg mineral water" was born after the encounter of the Galvanina Mineral Water with the prestigious Iceberg fashion "maison", sold only in selected "concept stores" and "design restaurants". Hence, the renowned quality of the Galvanina Mineral Water is presented in a pack with sophisticated and essential graphics, containing a product "made in Italy" for those who love fine drinking around the world.





# Galvanina water is born in the heart of Italy, in the city of dreams...

**F**or over 160 years, Rimini has been the answer to the dreams of generations of vacationers: the friendliness, the hospitality of its inhabitants and a land offering miles of beaches,

traditional foods, arts, relaxation, fun and an ancient tradition of wellness and spas, make this city of the Romagna region a landmark of international tourism. Whoever is attentive to well-being and health knows very well that Rimini is rich in therapeutic waters, already known in Roman times, as the Galvanina water, that flows from the top of Rimini's San Lorenzo Monte. Its taste and purity come from the heart of the rocks of the Northern Apennines, from which the snow and rain that fall plentiful on these mountains run on a long and deep journey through the earth's core, crossing rocks and underground

passages until they reach, in pristine state, Rimini's San Lorenzo Monte source. Since 1901, the water that flows from this source is bottled by "La Galvanina S.p.A." in one of the most modern plants in Italy, which operates according to three essential principles: product quality, energy saving and environment protection. In addition to the Rimini plant, La Galvanina has also modernized the Val di Meti Water bottling plant in Apecchio, buying SMI's high-tech machines such as the Smiflexi SK 502T shrinkwrapper and the Smiflexi WP 450 wrap around case packer.



INSTALLATION / La Galvanina



## PARCO TERME GALVANINA

Ancient trees, green meadows, flowers, an area rich in scents that you can breathe among the ruins of an ancient Roman settlement: we are talking about the vast and beautiful park called the Parco Terme Galvanina, which the Romans had chosen as a spa and which is one of the most enchanting places in Rimini. After years of closed gates, this park has recently reopened its doors in style by hosting the 13th edition of the Festival of Italian Cuisine, an extraordinary event full of good food, fine wine and wellness. Thematic areas dedicated to oil, wine, beer, pizza, signature cuisine, hundreds of quality artisan products, organic productions, have been made available to the public for tasting and special purchases for on-the-spot consumption with the family or to take home as a tasty souvenir of a memorable culinary experience.





# MODERNIZATION STARTS FROM PACKAGING FLEXIBILITY

**T**o meet the changing preferences of consumers, companies in the drinks sector should have modern bottling lines capable of adapting quickly to market trends. For this reason, La Galvanina chose

SMI systems such as the Smiflexi SK 502T shrinkwrapper and the Smiflexi WP 450 wrap-around case packer, specifically designed to switch easily and quickly from the packaging of PET and glass bottles branded Val di Meti, Iceberg and Galvanina Executive,

to organic non-alcoholic beverage containers that the company bottles for several private brands.

The WP 450 wrap-around case packer meets the production needs of the 24,000 bph line and packs both the PET (0.5-liter and 1.0-liter bottles)



and glass (0.355-liter, 0.75-liter and 1.0-liter bottles) in wrap-around cardboard boxes with and without the preformed cardboard separators. More specifically, the 0.5-liter PET bottles are packed in the 4x6 configuration, while the 1-liter

bottles in the 3x4 collation are packed in wrap-around boxes with and without separators. The 0.355-liter glass bottles branded Prestige and Iceberg are packed in wrap-around boxes in the 4x6 collation, while the 0.75-liter ones -

always under the Prestige and Iceberg brands - in the 3x4 collation in boxes with and without separators. Finally, the 1.0-liter bottles are packed in the 3x4 and 2x3 collations. Even the SK 502T shrinkwrapper ensures the same operative flexibility



of the aforesaid wrap around case packer.

In fact, the 0.5-liter PET bottles are packed in double lanes in the 3x2 and 4x3 film only collations, and in the 6x4 film only and tray + film collation, whilst the 1-liter bottles are packed in the 3x2 and 4x3 film only collations and in the 4x3 tray + film collation.

The Smiflexi SK 502T and WP 450 packaging machines have fully met the expectations of La Galvanina in terms of versatility and flexibility since, besides allowing rapid format changeovers, they can easily be adapted to future processing with new products, formats and packages. All SMI packer models of the Smiflexi series are particularly suitable for

THE BEST MEDITERRANEAN FRUIT FOR A FRESH, BUBBLY AND ORGANIC JUICE!

Since 2011, La Galvanina is a licensee of the Almaverde Bio Italia brand, a consortium that combines 11 companies in the



Italian food industry with proven experience in the organic food sector. Almaverde Bio was founded in 2000 with the aim of offering a complete range of organic products with the same "umbrella" brand, combining Italian companies specialized in their own market sector, which are autonomous in terms of marketing but invest together on a single brand. Today Almaverde Bio is recognized as the leading brand of organic products in Italy and boasts an absolutely unique range in this field, suitable for all business channels. La Galvanina, the historical company in the Italian agricultural scene, operating throughout the country since 1901 and abroad since 1987, is known for its production of natural mineral waters and fruit-based non-alcoholic beverages characterized by the special attention it puts on the abundance of natural components. From the pomegranate juice to the coffee drink, from the Mediterranean grapefruit juice to lemonade, the range of Galvanina drinks has always offered products rich in natural and healthy substances, the quality of which is organically certified. For years, this Rimini-based company has been developing a line of non-alcoholic beverages, both carbonated and still, made from organic products with no added sugar and in mineral water. Specifically, two lines of exclusive products have been created for Almaverde Bio, aimed at both the domestic and the European markets: one of these lines includes four types of drinks (the 'blonde' orange juice, the Sicilian lemonade, tangerine and red fruits), while the other line includes four types of iced tea (lemon, peach, green and white with guava pulp, and lotus flower essence).





multi-product and multi-format bottling lines, where switching from one production to another must be simple, fast and low-cost.

For the secondary packaging of the PET and glass bottles of Val di Meti water, the La Galvanina bottling company opted for the installation of packaging machines made by SMI, which, thanks to their high operative flexibility, allow the customer to package quite a variety of products in many different pack configurations.





# ROMAGNA: LAND OF TASTE FOR GLUTTONOUS PALATES

Ten thousand square meters dedicated to taste, combined with the leading lights of Italian gastronomy: all this is the Italian Cuisine Festival that finally landed in September 2013 at the beautiful location of Parco Terme Galvanina, on the hills of Rimini, after making some stops in a few Italian regions. During the Italian Cuisine Festival, a truly gigantic food amusement park with the best of food, wine, beer and wellness, the Park's department of mineral

water treatments was reopened to the public, where visitors and guests were able to quench their thirst free-of-charge with the Galvanina's famous thermal and digestive waters. Furthermore, the adjacent Archeological Museum was also opened, featuring Roman, Byzantine and Renaissance remains found in the ruins of the Parco Terme Galvanina, and the Ancient Roman Hot Springs with water abstraction and sedimentation chambers through the complex network of an underground water supply system. Now in its 13th edition, it is one of the most important appointments in the enogastronomic sector. This event, which brings together the best of Italian wine & food, is a traveling one: in 2012 it took place in Pergola, in the Marche region, known as the city of the prized white truffle, involving TV broadcast stations, journalists, important Italian chefs and foreign buyers (in addition to attracting a large audience on site), all of whom had the opportunity to taste excellent food and wines.



INSTALLATION / La Galvanina