

A KALEIDOSCOPE OF COLOURS - A MIXTURE OF BRIGHT BOLD COLOURS: YELLOW, RED, GREEN, BLUE, WITHOUT ANY SHADES TO THESE COLOURS, THAT PUT TOGETHER BECOME A RAINBOW WITH COLOURS EVERYWHERE. IN GUATEMALA EVERY OBJECT, EVERY EMOTION HAS A COLOUR! THE SHAWLS AND DRESSES OF THE WOMEN, THE MARKETS, THE OUTSIDES OF THE HOUSES, THE MARKETS, THE CHURCHES, THE RELIGIOUS COSTUMES IN THE RELIGIOUS PROCESSIONS AND EVEN THE REGIONAL BUSES THE "CAMIONETAS" OR THE "CHICKEN BUS", OLD, YELLOW, AMERICAN SCHOOL BUSES, RECYCLED, DECORATED, ADORNED WITH DARING, CREATIVE PAINTINGS THAT TRANSMIT JOY AND HAPPINESS.



# ALIMENTOS MARAVILLA

- **SECTOR: JUICE**  
ALIMENTOS MARAVILLA S.A.  
Escuintla, Guatemala  
esdemaravilla.com
- Shrink wrapper LSK 40F ERGON
- Conveyors



GEO LOCATION



With almost 16 million inhabitants, the biggest part live in the rural area of this difficult but spectacular land (covered by mountains for two thirds), this Central-American country has a rich and glorious history. At the time when the Romans were expanding in the Mediterranean (VI-I Century B.C.), the Maya city of El Mirador, which today is buried in the tropical forest of Northern Guatemala, was the most populated of all pre-Colombian America, with a population of around 100.000 inhabitants and pyramids of 250.000 m3. These bright, multi-colours of the Guatemalan cities can also be seen within the production plant of Alimentos Maravilla S.A.. Here everything is clothed in the colours of the fruits used for the numerous varieties of product which are packed, at 40 packs/minute, by the new shrink wrapper LSK 40F ERGON recently provided by SMI.



## LEADING COMPANIES NEED CUTTING EDGE TECHNOLOGY

For more than 30 years, products by Alimentos Maravilla have been consumed by people from Guatemala and Central America. This company, which has its headquarters in Escuintla (60 km south of Ciudad del Guatemala), has gained a leading position in Guatemala and surrounding countries with an important growing market share in Mexico and the Caribbean, thanks to the vast experience that it has acquired in the preparation of juices, soft drinks and beverages. Today, Alimentos Maravilla has a portfolio of more than 100 types of beverages and fruit juices from the most prestigious brands on the market, some of which, Del Monte, Tampico, Nectar Maravilla, Sipi, Del Frutal, Del Fruto, V8 Splash, Natura. Among the strong points of this company, we need to highlight the perfect harmony between customers and suppliers, these are considered to be strategic business partners, collaborating together to offer quality products at competitive prices in line with market requirements. Alimentos Maravilla S.A., has around 2.000 employees who work in the production and distribution departments. It invests enormously in research and development to create new products and to strengthen its partnership with other producers, in this way its brand portfolio grows continually. The development of the company, also comes from its strategic choice of choosing latest generation machinery, which produce efficiently and with reduced costs. Among the recent investments, there is a new SMI shrink wrapper, the LSK 40F ERGON and some conveyors that are used for transporting loose and packed products, this acquisition allows Alimentos Maravilla to easily face production changes caused by mutating market requirements.





# FOR A MARKET THAT NEEDS TO BE FLEXIBLE

**A**limentos Maravilla needs to satisfy mutating market needs and to quickly switch from one production to another. The packaging line where the LSK 40F ERGON shrink wrapper provided by SMI is installed, works varied kinds of containers (cartons, bottles in PP or cans in aluminium), therefore, the company from Escuintla needs a flexible plant that can quickly switch from one product to another and from one pack format to another. This aim can only be reached by using cutting edge technology created for the "smart factory", like the automation and management that controls the film shrink wrapper LSK ERGON by SMI. The collaboration between the two

companies goes back a long way, SMI installed their first shrink wrapper in the Alimentos Maravilla plant in 1998 for tray + film packaging. Today, inside the plant of this Guatemalan company, you

will only find technologically advanced machinery, certified for food production, which carry out automated processes according to criteria of maximum efficiency, security and quality.



**ALIMENTOS MARAVILLA S.A.**

 **Year of founding:** 1983

 **Production headquarters:** Escuintla, Guatemala

 **Revenue:** € 79,200,000

 **Employees:** 2000

 **Activity:** production and sale of fruit beverages and juices.



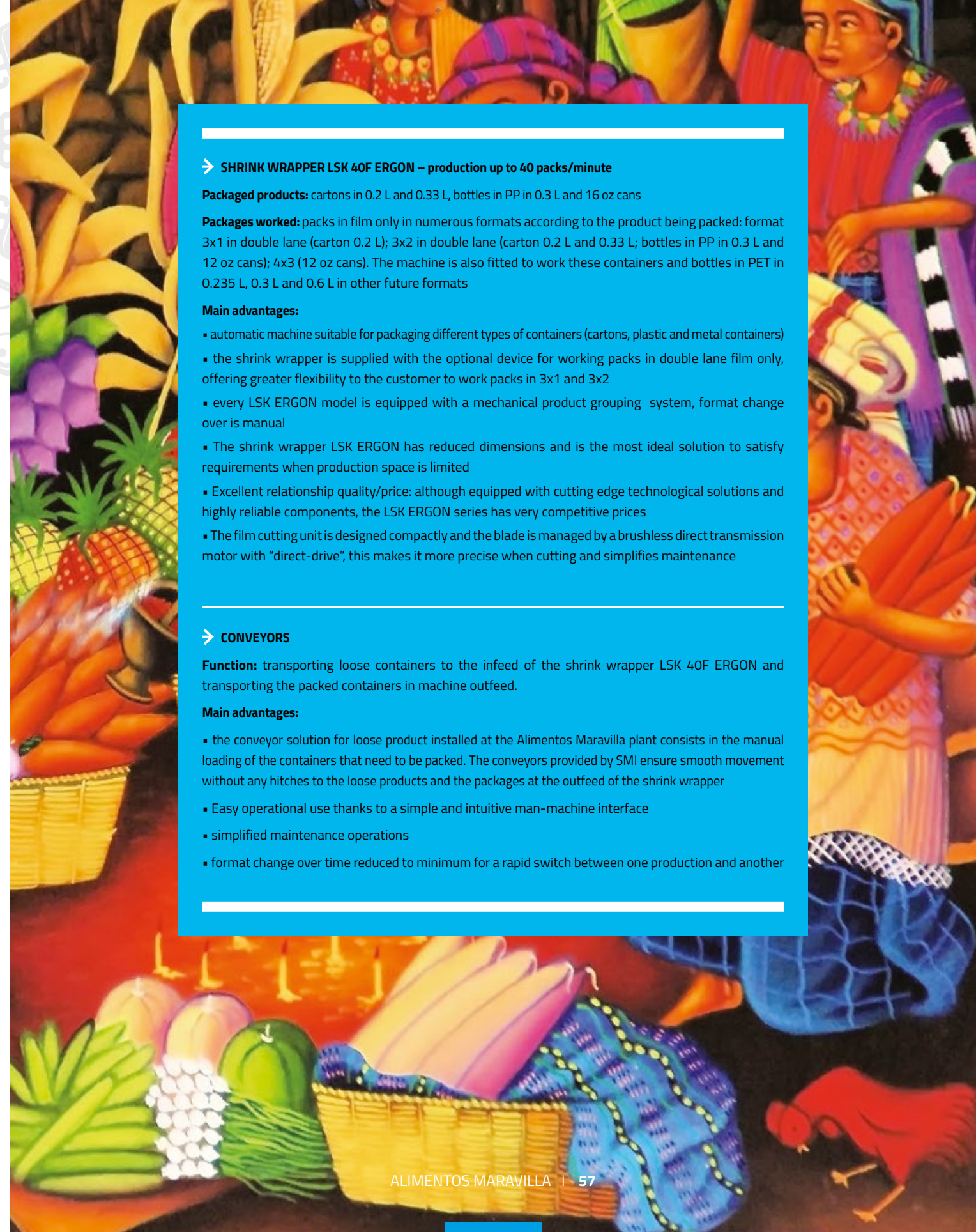




# SMI SOLUTIONS FOR ALIMENTOS MARAVILLA



The first time SMI supplied the Alimentos Maravilla plant in Guatemala was in 1998, later the company purchased other machines, today they have a total of five automatic packaging machines in their plants. These machines, among which the latest LSK 40F ERGON, are able to pack bottles in PP, cardboard cartons and cans in various pack formats at a maximum speed of 40-45 packs/minute. Alimentos Maravilla is characterised by its wide variety of products, these include many different brands of food and drinks, contained in PP bottles, cartons or cans. For this reason it is fundamental to have an extremely flexible secondary packaging machine, like those of the LSK ERGON series, which can quickly and easily adapt to different formats in order to produce efficiently and economically.



## ➤ SHRINK WRAPPER LSK 40F ERGON – production up to 40 packs/minute

**Packaged products:** cartons in 0.2 L and 0.33 L, bottles in PP in 0.3 L and 16 oz cans

**Packages worked:** packs in film only in numerous formats according to the product being packed: format 3x1 in double lane (carton 0.2 L); 3x2 in double lane (carton 0.2 L and 0.33 L; bottles in PP in 0.3 L and 12 oz cans); 4x3 (12 oz cans). The machine is also fitted to work these containers and bottles in PET in 0.235 L, 0.3 L and 0.6 L in other future formats

### Main advantages:

- automatic machine suitable for packaging different types of containers (cartons, plastic and metal containers)
- the shrink wrapper is supplied with the optional device for working packs in double lane film only, offering greater flexibility to the customer to work packs in 3x1 and 3x2
- every LSK ERGON model is equipped with a mechanical product grouping system, format change over is manual
- The shrink wrapper LSK ERGON has reduced dimensions and is the most ideal solution to satisfy requirements when production space is limited
- Excellent relationship quality/price: although equipped with cutting edge technological solutions and highly reliable components, the LSK ERGON series has very competitive prices
- The film cutting unit is designed compactly and the blade is managed by a brushless direct transmission motor with "direct-drive", this makes it more precise when cutting and simplifies maintenance

## ➤ CONVEYORS

**Function:** transporting loose containers to the infeed of the shrink wrapper LSK 40F ERGON and transporting the packed containers in machine outfeed.

### Main advantages:

- the conveyor solution for loose product installed at the Alimentos Maravilla plant consists in the manual loading of the containers that need to be packed. The conveyors provided by SMI ensure smooth movement without any hitches to the loose products and the packages at the outfeed of the shrink wrapper
- Easy operational use thanks to a simple and intuitive man-machine interface
- simplified maintenance operations
- format change over time reduced to minimum for a rapid switch between one production and another



# ALIMENTOS MARAVILLA: A LITTLE BIT OF HISTORY

**A**limentos Maravilla S.A. was founded in Guatemala in 1983, it started out as a beverage and juice company manufacturing its own recipes and brands like Sipi and Del Frutal. It had immediate success and in very little time it had won itself a very respectable place on the national and export market (Central America, Mexico, Caribbean, United States and Canada). In 1993 the Guatemalan company was granted the license, to produce and sell beverages for Tampico Beverages, while in 1998 it began producing tomatoes and beans under license for Del Monte Foods.

In 2003, Alimentos Maravilla launched a new line of sport drinks under the brand Revive, this, coupled with the purchase of brands Frito, Del Fruto and Marinero from the of the British-Dutch multinational Unilever, strengthened their leadership in the Central American market. In the same year the company absorbed a plant in Honduras, also part of Unilever, and began an alliance with the Campbell Soup Company that brought about the launch of V8 juices in Central America and the Caribbean. 2005 and 2006 were characterised by numerous innovative expansion projects on foreign markets, thanks to the introduction of various lines



of fruit juices with different flavours (Del Frutal and De La Granja) and the tinned Marinero cocktail, made from vegetables and clams in broth.



## ALIMENTOS MARAVILLA TODAY

Thanks to the wider economic opening of recent years, Guatemala has seen an increase of economic flow to and from the country, that at the same time has improved the standard of living, widened the market, the quality of products has improved and prices have dropped. All this has caused many companies to profoundly change their organisational structures, this also happened to Alimentos Maravilla, they had to react very quickly to update and replace machinery and plants, offer new products and improve their image to continue to be competitive on the international market. At the moment, Alimentos Maravilla has a portfolio of over 100 products in compliance with international quality standards HACCP and ISO, established within a network of high capacity production plants equipped with the most modern technologies.

It's not by chance that this Guatemalan company is considered to be the third most innovative company in the country and the tenth best run. Apart from using them for its own brands, Alimentos Maravilla uses its modern plants to bottle and pack nectars, juices, cocktails, tomato sauces, ketchup and fried beans sold for own label brands of numerous supermarket chains.



➤ **TOMATES ASESINOS:** WE'RE NOT TALKING ABOUT TOMATOES, BUT CITY BUSES CALLED "TOMATES ASESINOS" (KILLER TOMATOES) BECAUSE THEY ARE RED AND DRIVE CRAZILY WHILE BEING UNBELIEVABLY OVERLOADED, IT'S HARD TO SAY WHETHER IT'S MORE DANGEROUS TO BE ON BOARD OR MEET THEM ON THE ROAD. OVER THE LAST FEW YEARS A FEW NEW MORE PEACEFUL BLUE BUSES IN GUATEMALA, HOWEVER, THEY ARE STILL A MINORITY COMPARED TO THE RED ONES.





# THE MAYA AND ARDUOUS NATURE

Impossible lands? Not for the Maya, who for over two thousand years have lived in the arduous valleys and that even today, represent the biggest part of the population, maintaining their social structure, language and traditions so much so, that this region is called the Maya Highlands. Crossing the Guatemalan Highlands from Guatemala City to the Mexican border, means taking a trip through their history, refined, elegant, cultured, the Maya used a civil calendar, the Haab, made from "kin" (days), twenty "kin" made up one "uinal", 18 "uinal" became a "tun". Then there were the 5 days "uayeb", which means ill-fated, during which nothing was done, everyone

stayed at home and prayed to the gods. The Maya were expert astrologists and had the concept that the world would end, even today the descendants of those ancient populations do not want to give up their coloured costumes, their culture and their traditions. The place that attracts the most amount of people in Guatemala is without a doubt, the ancient Maya site of Tikal. Situated in the heart of the Petén forest, this archaeological area is world famous thanks to its high temples and spectacular pyramids with their steep steps, which, surrounded by thick jungle, dominate the forest below. Other attractions in the area are: Uaxactun, 30 km south of Tikal, Rio Azul with its numerous tombs, El Mirador

famous for the El Tigre Pyramid, 60m high with 18 floors. The settlement of El Mirador was the first politically organised state in America, it had 26 cities and was known as the Kingdom of Kan, at the beginning of the X century A.D the civilisation collapsed through drought and barbaric invasions and the Maya Empire was divided up into numerous city-states throughout the central highlands.



## LAKE ATITLÁN

On leaving the capital, the intense greenery of the hills and woods shut out the noise of the traffic. In south Guatemala, you can visit Lake Atitlán, a majestic blue mirror of water and the National Park – a UNESCO Patrimony – safeguarded by two volcanoes and a dozen tiny indios villages. By many considered to be the most beautiful lake in Latin America, it offers breath-taking scenery, water the colour of emeralds, three imposing volcanoes and twelve little villages that

spread around its shores, these are the ingredients for dreaming with your eyes wide open. The Maya considered it to be the centre of the world, and not without reason the hippies chose it as the ideal place to retreat from the modern world. On 4 February 1976, a very strong earthquake (magnitude 7.5) hit Guatemala killing more than 26,000 people, the earthquake fractured the bed of the lake causing it to drain away a large quantity of water, so much so that it dropped two meters within a month.

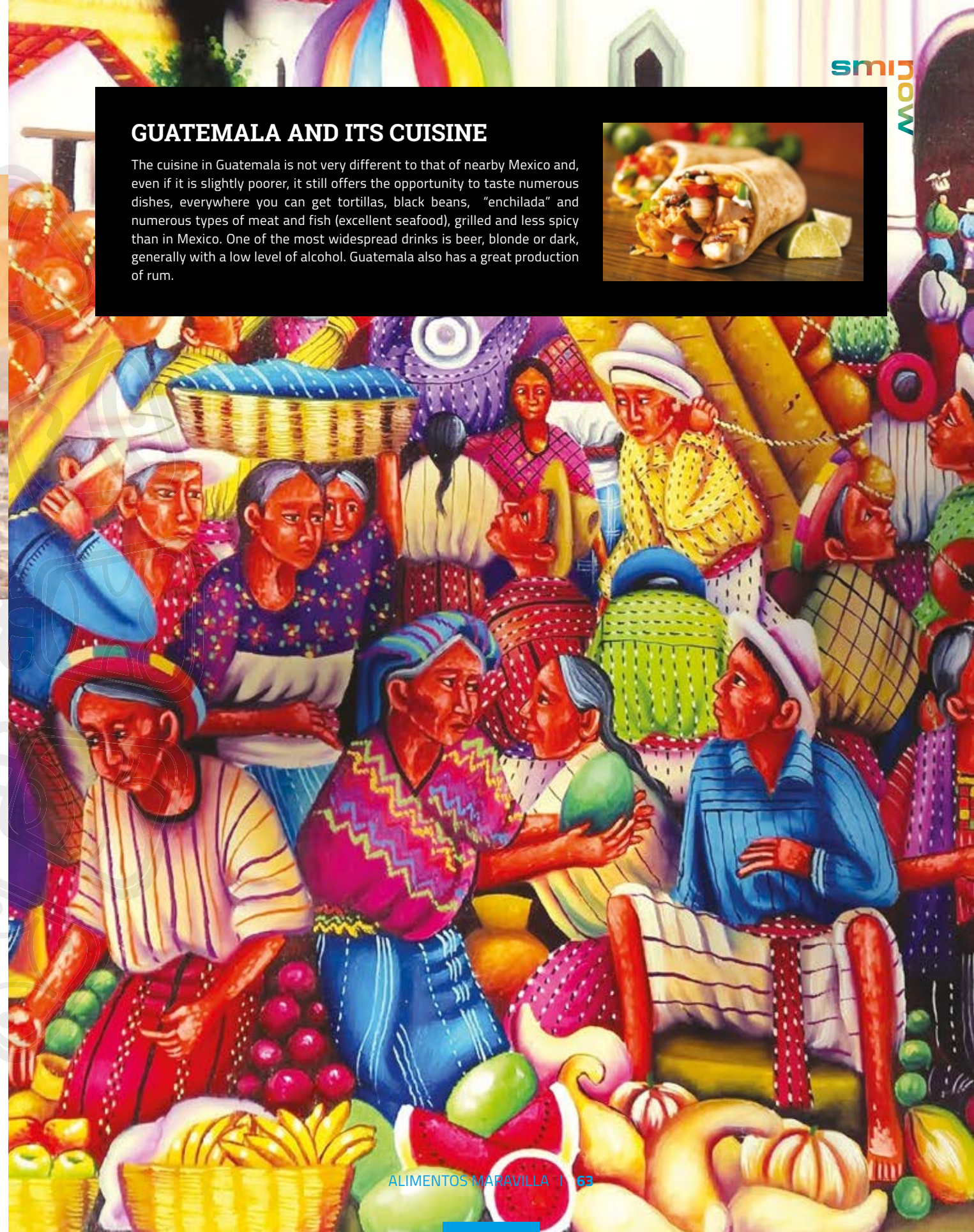




# TRADITIONS, NATURAL WONDERS AND AN EXPLOSION OF COLOURS

**C**olours, flavours, sounds, unusual natural scenery, sought-after handmade objects: this is Guatemala, one of the most authentic countries in Central America. A destination that is far from mass tourism, rich in tradition and incredible places, magnificent archeological sites and jewels from nature that cause incredible, unique emotions. If the Tikal national park, part of the UNESCO patrimony, is the most famous attraction, the most fascinating experience is that of the view of the Highlands, lands famous for the production of the renowned Guatemalan coffee, where the multicoloured Maya population live. A multitude of silent giants climbing towards the sky, rising through the clouds to then drop unexpectedly, into vertiginous gorges. All around, you can see thick coniferous woods and in the background, the patchwork of the coffee plantations that fight against the continual attack from the tropical

vegetation. It's the majestic volcanoes of Guatemala, thirty-three in all, that loom over the Highlands and that have stood in a solid line, for thousands of years outlining the wonderful countryside and reminding everyone of their supreme power of destruction. Every now and then, they wake up and destroy entire cities, giving whoever visits this country, the sensation of continual change, everything is ancient but at the same time modern, nothing can resist the strength of Nature.



## GUATEMALA AND ITS CUISINE

The cuisine in Guatemala is not very different to that of nearby Mexico and, even if it is slightly poorer, it still offers the opportunity to taste numerous dishes, everywhere you can get tortillas, black beans, "enchilada" and numerous types of meat and fish (excellent seafood), grilled and less spicy than in Mexico. One of the most widespread drinks is beer, blonde or dark, generally with a low level of alcohol. Guatemala also has a great production of rum.





# ANTIGUA, THE MOST BEAUTIFUL

Considered to be the most beautiful place in Guatemala, Antigua Guatemala (or simply Antigua) is a real jewel of the colonial era, with its rich history and fascinating architecture, the Baroque churches, little stone roads, its luxurious colonial buildings and great cultural life, make it a place not to be missed by anyone who visits the country. "Antigua Guatemala" means "Old Guatemala",

founded on the 10 March 1543, after the nearby town, Ciudad Vieja was destroyed by floods. For more than 200 years, Antigua Guatemala was the headquarters of the military governor of the Capitaneria Generale del Guatemala, a vast area part of the Spanish colonies, that included almost all of today's Central America.



## ➤ GUATEMALA CITY

With almost 5 million inhabitants in the metropolitan area, the country's capital is one of the largest, urban, built up areas of Central America. Founded in 1620 by the Spaniards, Ciudad del Guatemala, which rises on the mountain range of Sierra Madre at 1500 metres above sea level, has more than once been destroyed by violent earthquakes and then had to be rebuilt. The oldest part of the city is worth a special visit with its central square, Plaza de la Constitución, the Catedral Metropolitana de Santiago completed in 1867 and the Palacio Nacional de la Cultura (built between 1939 and 1943 and which miraculously survived, without damage, the devastating earthquake in 1976). A difficult but emotional city, this modern metropolis has managed to maintain the fascination of its history and ancient traditions, amongst the chaos with which it is identified.

