

Growing potential included

Water and CSD bottling in China

The consumption of bottled water is constantly growing in every part of the world and the forecasts of the major research institutes indicate that the trend will continue in the future. China is no exception, where, in the first quarter of 2023 alone, there was an increase in sales of bottled water of 10.9%. Faced with a scenario of strong expansion, the main Chinese brands in the beverage sector have launched a programme of investments in more modern and efficient production lines.



Mr Huang Gang, Plant Manager of Huihuang United (Tianjin) Food Co. Ltd.

The bottled water market in China

Among the most important factors in the development of China's bottled water sector, the constant growth both in terms of litres produced annually and in terms of the number of consumers are worth mentioning. Bottled water volumes increased by 10.9% in the first quarter of 2023, driven by the boom in retail sales. The increase in household consumption has fuelled demand for water in general and particular in large packaging. In addition, the recovery of tourism, following the lifting of post-pandemic travel restrictions, represented another strong

boost to the recovery and expansion of the sector. It is estimated that during 2023, the sales volumes of bottled water will grow annually by 8.7%, a trend that should also be confirmed for the following years due to the increasing propensity of the Chinese population for healthier and more responsible lifestyles for the well-being of society and the environment. (Source: Globaldata 2023)



The Ecobloc EBS 04 HC

The company Huihuang United (Tianjin) Food Co. Ltd.

Huihuang United (Tianjin) Food Company was founded in 2011 as a subsidiary of Macau Huiyang Interna-

tional Investment Co. Ltd., a company belonging to the industrial giant Zhuhai Zhongfu Enterprises Co. The Tianjin-based company, which currently employs about 300 people, has distinguished itself since the beginning of its activity for the ability to manage large productions for third parties; since 2011 it collaborates, for example, with the US multinational Coca-Cola.



C'estbon 6l boxes

The first supply of the Italian producers of bottling plants and packaging machines SMI to Huihuang United (Tianjin) Food Company dates back to the same year, with the installation of an SK 802 F shrinkwrapper for pack-

ing 0.55l PET bottles in 6x4, 5x3 and 4x3: this machine is currently installed in one of the two 48,000 bph production lines of the Tianjin plant. The Chinese company extends over an area of about 100,000 m², of which 68,000 m² are occupied by bottling plants. The warehouse area alone occupies an area of 36,000 m² and allows Huihuang United (Tianjin) Food Co. to store more than 1.5 million packs of C'estbon-branded water, while ensuring its customers a daily delivery of 250,000 packs.

Within the production area, six complete lines are currently installed for bottling and packaging various products in various pack formats. The new Ecobloc Ergon integrated system supplied by SMI, is part of a 6,000 bph production line for 4.5 and 6l PET containers branded C'estbon; the new plant is therefore added to the first stretch-blow moulder supplied by SMI in 2015 (in partnership with Sacmi), intended to produce the same bottle. While the SK 600 F shrinkwrapper supplied in 2013, dedicated to the packaging of 0.35 and 0.55l PET bottles in film-only, is installed inside the 36,000 bph line.

Huang Gang, Plant Manager of Huihuang United (Tianjin) Food Co. Ltd. about the food & beverages market in the future: "I believe that in this sector there is a lot of room for development and innovation in China, given the constant growth of social well-being of increasingly large sections of the population and the

improvement to people's lifestyle. Companies operating in the food and beverage sector must pay more and more attention to the new needs of consumers, creating a wide and diversified offer of products made with advanced and sustainable processes for the well-being of the planet."

Huihuang United (Tianjin) Food and Zhuai Zhongfu are two indus-

trial companies particularly attentive to the environment. Consequently, energy saving, and the reduction of carbon dioxide emissions have become one of the pillars of corporate social responsibility, which requires the increasingly massive use of new equipment and technologies designed to combine business efficiency and ecosystem protection.

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SMI Ecobloc Ergon 6-16-4 HC HEVF stretch-blowing/filling/capping system.

Containers worked: 4.5 and 6l PET containers of C'estbon natural water.

Key facts:

- Compact solution for stretch-blow moulding, filling and capping large capacity PET bottles
- Does not require a rinsing machine and air belts between blower and filler
- Electronic control system of operations, motorised stretch rods and the use of high-efficiency valves controlled by flow meters
- Reduced energy consumption
- Energy-efficient IR preform heating lamps
- Two-stage air recovery system, which reduces energy costs for high-pressure compressed air production
- Filling valves that manage two speeds to fill homogeneously,

without product spilling from the container. The duration of the filling cycles (slow or fast) can be managed in an intuitive way through the recipes in the human-machine interface (HMI Posyc)

- Reduced maintenance and management costs of the plant

Easy-Cap: elevator and sorter

Gravitational cap sorter, which takes the caps from a hopper and turns them correctly until they reach the bottling line.

Key facts:

- Compact structure, made of AISI 304 steel, suitable for any layout solution
- Smooth and linear operation, that will only carry the caps that are in the correct position
- System suitable for different types of plastic caps
- User-friendly operator interface, which allows easy and efficient use of the machine by the operator