



Kassatly Chtaura SAL adopts EBS K Ergon solutions to cope with surges in demand for Jallab Juice

Automated filling of “local favourite” fruit blend drink

Lebanon is where Europe meets the Arab world; where Beirut's Corniche is just a few blocks from the bazaar and the souk. The country's food and beverages reflect the mixture of influences, where meals centred on Turkish and Arab ingredients are presented with French refinements. One of the most popular drinks in the country is “Jallob Juice”, which is made from carob, fruit syrup, dates, grape molasses and rose water, incense smoked. Kassatly Chtaura, founded in 1974 by current CEO Akram Kassatly, was the first company to bottle this syrup in modern production plants and make it commercially in a modern way.



Lebanese Kassatly Chtaura's product range includes liqueurs, beers and syrups.

The company now offers a wide variety of beverages in addition to fruit syrups like Jallab, including liqueurs, alcoholic and Buzz and Freez brands of non-alcoholic beers. In 2015 the company launched Beirut Beer.

Throughout its existence, Kassatly has continually invested in upgrading and modernising its machinery. Its most recent investment, necessary in order to meet high market demand for Jallob, has been to completely automate the bottling process. It now has installed a system of the Ecobloc Ergon 2-9-3 K EV range, provided by SMI, which combines stretch-blow moulding, filling and capping of 1l and 2.65l PET bottles in a single machine, at up to 3,200 bph.

Kassatly Chataura has worked with SMI since 1997. It currently has more than 10 SMI packers from the WP, SK and MP ranges, used to secondary pack a wide range of wrap-around boxes, shrink-wrapped bundles and card multi-packs.



The 1l and 2.65l bottles are stretch-blow moulded, filled and capped in a single machine.

Originally from the Middle East, Turkey and Iran, Jallab is a syrup served diluted with water, ice, Zibibbo wine and pine nuts. It is presented as a delicious, refreshing beverage, which can be consumed on its own or with a meal. The combination of fruits, rose water and incense gives it a unique, sweet aroma. It is traditionally a summer drink but it

has seen a significant rise in popularity as a drink to break the fast during Ramadan, the great Muslim period of fasting and penance. During Ramadan, Muslims are not allowed to eat or even drink while the sun is up. The fast is broken at the end of each day with dates and jallab syrup. The word Ramadan derives from the Arabic “ramiḍa” or “al-ramaḍ”, which means “burning heat” or “dryness”. It begins with “l’l’halal”, which in Arabic means “new moon”, in the ninth month of each year and lasts 29 or 30 days according to the waxing moon. As the Islamic calendar has 354 or 355 days (10 or 11 days fewer than the Gregorian solar year), the month of Ramadan falls at a different time of the solar calendar each year. It gradually moves backwards against the Western solar year and changes season, sometimes falling in summer, when the days are longer and hotter and fasting becomes even more demanding.

Drinking jallab syrup at the end of a day of fasting becomes an important way to replenish energy and re-hydrate. This tradition sees sales increase significantly during Ramadan.



Easy-Cap cap grabber



From left: Pierre Anid, General Manager of Novadim Food Technology; Nayef Kassatly, Managing Partner of Kassatly Chtaura; and Maurice Rassi, Technical Manager of Kassatly Chtaura.

For many years, Kassatly Chtaura had bottled their Jallab syrup by hand, buying empty PET bottles on the open market from a third party. Meeting increased demand during Ramadan with traditional, manual bottling was very difficult, so the company decided to automate the process, making it much easier to adjust production output according to market requirements.



Jallab is a syrup made from carobs, dates, grape molasses and rose water.

Its new, compact, integrated system from the Ecobloc Ergon K EV range was integrated in the existing line, to automate blowing, filling and capping operations in new PET bottles. While the other operations, such as labelling, are still carried out manually, the production process does not require secondary or tertiary packaging, as the bottles are sold loose.

While the new PET bottle, which is blown and filled by the new line, is the same as that used in the past

for manual production, SMI's designers were asked to create a lighter bottle than its predecessor. This objective was achieved by optimising the preform material and working on the mechanical characteristics of the new container. The new design features improved material distribution and strengthening where needed. The outcome was a lighter bottle with economical and environmental advantages.

www.smigroup.it

At a glance: Kassatly Chtaura's integrated Ecobloc Ergon 2-9-3 K Ev system from SMI

Stretch-blow moulding, filling and capping of 1l and 2.65l bottles in PET. Output up to 3,200 bph (1l).

- The Ecobloc Ergon K series uses technological solutions inspired by the principles of Industry 4.0 and Internet of Things (IoT);
- Rotary, high efficiency stretch-blow moulding equipped with motorised stretch rods claimed to offer advantages compared to linear blowers;
- Compact plant groups stretch-blow moulding, filling and capping of PET bottles in a single bloc and does not need a rinser or airveyors between blower and filler.

- Filling and capping process uses electronic control systems and high-efficiency, flowmeter-controlled valves.
- Preform heater module equipped with high-efficiency IR lamps and blow-moulding module equipped with a dual air recovery system helps to reduce compressed air and pre-heating energy costs.
- Weld-free modular structure, equipped with reinforced glass protection doors.
- Economical solutions allow the flow management of seasonal or bespoke production.

Easy-Cap cap grabber

Gravitational cap grabber collects the caps from a hopper, orientates them correctly and carries them to the bottling line. Made from AISI 304 steel, its compact structure makes it suitable for a wide range of layout solutions. It will only carry caps that are the correct way up; those that are misoriented will fall back into the hopper. The system is claimed to be suitable for a variety of different plastic caps.

The interface is designed to allow the operator to use the machine easily and efficiently.

The Kassatly Chtaura's new Ecobloc Ergon K line was installed and will be serviced by Novadim Food Technology Company, which has represented the SMI Group in Lebanon for over 20 years. Its six-strong team provides sales, service and technical assistance for over 200 SMI machines installed in Lebanon, Syria, Kuwait, Bahrein, Qatar, the United Arab Emirates, Oman, Yemen, Ethiopia, Sudan, Uganda and parts of Eastern Africa.

Novadim, which is headquartered in Beirut, has a client list that includes Salassato Chtaura, Société Moderne Libanaise pour le Commerce (PepsiCo), National Beverage Company (Coca-Cola) and others.

www.kassatly.net
www.novadimft.com