



Growing appetite for edible oils

The edible oil market in South Africa continues to grow. Wilmar Continental Edible Oil is one of the main domestic producers of sunflower seed oil and mixed seed oil and is responding to consumers' new demands by continued investments. The company is well known throughout South Africa for the Excella, S'Lite, Pan and Canola oil brands and for the Conti mayonnaise, which are sold in retail stores and mass retail supermarkets. For the second time, it has invested in SMI's packaging technologies for a PET line to fill edible oil.

Less than a year into the modernisation project of the oil PET line in the plant in Randfontein, about 30km from Johannesburg, Wilmar Continental Oil has renewed its partnership with SMI for a new PET line for the 2l formats. Before completing the installation of the Smiflexi LWP 25 wrap-around case packer, the APS 3000 automatic palletiser and the Smiline conveyor belts for the expansion of the existing packaging plant for 350ml and 500ml bottles, new negotiations had been entered into between the two companies for the supply of a new "turnkey" line. In order to meet the growing market demand, Wilmar Continental Oil decided to invest in a new Smiform Ecobloc 4-24-6 VMAS integrated system for the stretch blow-moulding, filling and capping of up to 6,000bph of 2l PET containers and a Smiflexi combined packer of the LCM 30 series for the secondary packaging of said bottles in wrap-around boxes, tray+film and pad+film.

Marketing Manager Asif Moosa comments: "The new investment is part of a multiannual plan of continued expansion of Wilmar's facilities and market share made possible by the strong demand for our Excella-branded "premium" edible oil, which we sell in 2l bottles, from the domestic market and also from neighbouring countries".

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