



SANPELLEGRINO
GRUPPO

Sanpellegrino

Ambassador of the Italian way of life

The operational partnership between the largest Italian beverage company and Markem-Imaje embraces all coding technologies and types of packaging, from laser to inkjet to print and apply labeling systems. For Sanpellegrino, the goal is product excellence and guaranteed consumer safety.



Sanpellegrino Terme (BG)
ITALY

Founded in **1899**

Sanpellegrino group
(**Nestlé Waters** group)

1,500 employees

Leader in Italy (mineral waters, soft drinks, non-alcoholic aperitifs and iced teas), exports to **150 countries worldwide**

2017 turnover:
895 million euro

2017 production:
3.7 billion bottles



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Sanpellegrino:

Excellence,
quality
and safety



“It was crucial for us to find a supplier that could cover the extremely wide range of packaging we use for our products. With Markem-Imaje we found the partner we were looking for.”

◀ **Raffaele Bini**, Engineering Manager Sanpellegrino



Since 2013, 38 Markem-Imaje coders have been installed at the San Pellegrino production facility in Val Brembana (Italy), where mineral water and the many beverages produced by the leading Italian brand in the sector are bottled. This significant installation demonstrates the successful partnership that Markem-Imaje has been able to establish with Sanpellegrino, a world leading player and key ambassador for the “Italian way of life” in 150 countries around the world.

“Sanpellegrino is the world leader in mineral water. Our brand is viewed as a guarantee of excellence. This applies both to the quality of the drinks and to their packaging. Excellence is associated with the idea of safety. Safety is our promise to consumers and therefore requires the constant attention of those who work on our processes. Finally, Sanpellegrino enjoys a deep bond with the Val Brembana territory. The product that we use in our brand comes from here and we want to convey this shared value,” explains

Raffaele Bini, Engineering Manager of the Sanpellegrino production plant.

If excellence, quality and safety are the core values of Sanpellegrino’s philosophy, they must be considered at every stage of the process, including at the product level, when coded. “Product coding needs to express these values of excellence to consumers,” continued Raffaele Bini, “especially because of the decisive role coding plays in product traceability and safety. In the case of Sanpellegrino, it was essential that we find a supplier

who could cover the vast range of packaging material we use for our products. We needed a coding solution for PET, glass, paper, aluminum as well as a secondary and tertiary packaging labeling solution for our cartons and pallets. We needed clarity, precision, perfect quality and legible messages at a high output speed of up to 60,000 bottles/hour. With Markem-Imaje we found the partner we were looking for.”

A partnership built on an advisory approach



◀ The S.Pellegrino mineral water bottles, packs and pallets are all coded with Markem-Imaje ▶

The success of the partnership is based on the consultancy approach that Markem-Imaje was able to establish with Sanpellegrino. “We were able to understand Sanpellegrino’s most important needs and find the best integrated solution every time,” explains Guido Torriglia, sales area manager at Markem-Imaje. “Thanks to the innovative SMILE operating lease program, we covered every aspect from coding equipment

to consumables and service, without requiring a fixed investment contribution,” explained Guido Torriglia. “The successful performance in terms of coding quality and reliability of the first laser supplied, a SmartLase C350S, paved the way for other technologies. Additional 9450 S inkjet printers, for which we developed a special ink capable of marking on cans and bottles with condensation, were installed.





Soon after that, several 2200 Flex SE print and apply systems for carton clusters were installed followed by the label printer-applier for pallets.” Markem-Imaje was not only able to offer a safe system for operators but was also able to customize its own software to communicate with Sanpellegrino’s ERP. The SMILE program was also an additional advantage. “With fixed predetermined installments, the program ensures management of all consumables, with the peace of mind that we will always have the most suitable type of ink on hand in our warehouse,” noted Raffaele Bini.

“In addition to this, we can count on continuous customer service,



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www.markem-imaje.com

◀ Coding of primary and secondary packaging of Sanbitter with 9450 S inkjet printers

Markem-Imaje has provided Sanpellegrino with the most appropriate coding solutions for their various packaging types. SmartLase C350S laser coders meet their needs for high speed, precision coding on mineral water bottle labels while the 9450 S inkjet printers and associated inks, cover Sanbitter can and pack coding at high production rates. Finally, secondary and tertiary packaging is managed through the 2200 label print and apply systems. All Markem-Imaje equipment has been supplied with a traceability software solution that is perfectly integrated with the company’s ERP.

which includes, through the exchange service, the replacement of parts within 24 hours and the replacement of the equipment as soon as it reaches a predetermined number of working hours. Finally, we benefit

from continuous technical advice. When our marketing department asks for new products and innovative processes, Markem-Imaje is always there to help us find the most appropriate technological solution.”

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