



CASE STUDY

May 2008

Britvic steps up bottled water production with new labelling

In response to increasing sales and demand, leading soft drinks producer Britvic has upgraded one of its Huddersfield based bottled water production lines, and turned to specialists Kosme UK to provide a new high-speed labeller. Due to the urgent need, Kosme designed, built, delivered and installed the labelling machine in just ten working weeks.

Britvic's Huddersfield production line produces both the well established Pennine Spring brand and Drench, which was launched in January 2006. Britvic turned to Kosme UK in recently as the previous labelling equipment needed upgrading to cope with increased planned output targets and a new machine was needed rapidly. Kosme has a long history of producing high-speed, reliable and cost-effective labellers and has supplied a number of machines to Britvic before.

As Richard Portman, Managing Director of Kosme UK explains, meeting strict deadlines is a challenge that they excel in: "We initially visited Britvic at the end of last year to discuss their needs and a definitive order was placed at the beginning of the year. Our team of engineers in Italy, where Kosme products are produced, designed and built the bespoke labeller, it was delivered to Britvic's site within 10 weeks and it was in place, ready to be used the following week. Naturally moving such a large piece of machinery half-way across Europe is a challenging logistical exercise, but we work closely with our colleagues in Italy, the transport company and the customer to make sure this is as smooth as possible.

“A typical delivery timescale within the industry for such a machine is 16 weeks, but Kosme are able to respond and be flexible to customer requirements and are normally faster than our competitors,” adds Richard. Kosme UK’s involvement didn’t stop at delivery. Following on from extensive liaison and preparation at Britvic’s Huddersfield facility, a dedicated engineer was in place, on-site, for three weeks after installation to ensure that the new machine was successfully integrated into the existing production line and fully up to speed.

Kosme’s labeller, from the Top Hot Melt range, was specially constructed to meet Britvic Works Standard (BWS) specifications and make it easier to integrate into the existing production lines. Able to process 28,000 bottles per hour, it is equipped with a Parallel Infeed / Outfeed configuration and servo motorised adjustment for all the labelling stations, for fully automated changeover from one bottle format to another.

Kosme have supplied a number of machines to Britvic. The new Huddersfield based labeller replaces a Star Hot Melt labeller, which Kosme supplied in 1999, and gave a turnover of 18,000 bottles per hour. Kosme also supplied a Top Hot Melt labeller for Britvic’s Fruit Shoot production line in Norwich in 2001 and a Top Hot Melt / Self Adhesive Combi labeller to their Hartlepool site in 2002.

The new Kosme labeller has helped Britvic to meet it’s increased production targets and was a well considered choice, as Britvic Project Manager Max Collingwood explains: “Kosme have supplied us a number of machines and when the need arose to upgrade our water bottling line labeller we felt Kosme was an obvious choice, given the high standard of their service and machines. Due to the urgent need and high profile of the product line we also needed to be sure that the new machine could be delivered on time and within budget, so Kosme’s ongoing high level of customer care and service gave us confidence to approach them again. The security of having an on-site engineer during the commissioning of the labeller and their ongoing UK-based servicing has given us the peace-of-mind we needed during a vital upgrade.”

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Notes to Editors

Kosme UK is a leading supplier of bespoke, turnkey filling, labelling, packaging and conveying machines for the packing and bottling industry. Working with customers, from comprehensive design, to project management, Kosme's goal is to fully satisfy the most demanding of packaging and bottling requirements. The company also offers extensive, on-site technical support and servicing with a dedicated UK team and parts for a rapid response to customer needs.

Kosme UK is an independently run part of the Kronos Group, in close working partnership with Kosme's research, development and manufacturing facilities in Italy.

www.kosme.co.uk

*For **reader** enquires please contact:*

Kosme UK Ltd

Imex Business Centre, Shobnall Road, Burton on Trent, Staffordshire, DE12 2AU

Telephone: 01283 523713/4

Fax: 01283 523 75

Email: sales@kosme.co.uk

www.kosme.co.uk

*For **press** enquiries please contact:*

PR Division, Binsted Group

5 Oriel Court, Omega Park, Alton, Hampshire GU34 2YT

Telephone: 01420 540480

Fax: 01420 542798

Email: pr@binstedgroup.com

www.binstedgroup.com