



**Final**

## **Case Study**

### **KOSME CAPS NEW MANICORGANIC**

James White Drinks is a renowned juice making company based in Suffolk. The company produces a wide range of fine freshly pressed juice drinks using a variety of different fruits and apple juice as the staple base. Since 1989 James White Drinks have launched a number of innovative ranges, their most recent and exciting is the “manicorganic” range, which produces premium fresh fruit juices in recyclable, eco-friendly plastic bottles. To cater for their new range, James White Drinks recently installed a brand new Kosme dual purpose capping machine.

From 1989 until early 2007 James White Drinks have prided themselves on the fine quality of their juice bottled, with successes such as the famous ‘Big Tom’ juice, which was granted a Royal Warrant in 2002. Historically, the company have used glass bottles, which ensured they produced the best possible flavours, which lasted until opened.

However, with recent technologies in plastic evolving, this material can now act in the same way that previously only glass could, whilst ensuring and maintaining the same quality of flavour. With the additional advantage of recyclable plastic being more environmentally friendly.

James White Drinks views environmental issues with the utmost importance, and have demonstrated this by supplying their new range in PET bottles. With the launch of their manicorganic, this was an ideal opportunity to use 100 percent recyclable and special oxygen barrier plastic bottles.

With the trend for healthy lifestyles gaining momentum and national campaigns, such as the 'five-a-day' helping promote healthy eating and drinking, this ensured the new organic fruit juice would be successful.

With James White Drinks' reputation as premium producers, its new manicorganic range had to live up to their high quality standard. The new range of crushed fruit and vegetable juices includes some unique blends, such as Apple and Beetroot, Pear and Ginger and Orange and Carrot.

With such a contemporary new range about to be launched and the growth in demand for fruit juices, James White Drinks needed a new specialised capping machine which was capable to apply both aluminium ROPP caps to their glass bottles which they still use in other ranges and 38mm screw-on pre threaded caps to the new PET Manic Organic bottle range.

They turned to Kosme UK, one of the UK's leading packaging and bottling specialists, to install a brand new dual purpose-capping machine in their factory. Currently, the site already uses a Kosme labeller and a carton packing system, due to the reliability of these machines and the service that Kosme provide, meant that had no concerns choosing another machine from dependable Kosme UK.

James Mwayi, Factory Manager for James White Drinks, comments, 'We chose Kosme UK to provide us with and install, our new capping machine, due to their reliable reputation and their reasonable costs'.

As demand for James White's other ranges of drinks continue to rise, it was essential that the Kosme dual capper machine was able to fit straight into the factory with no technical difficulties or issues. Additionally, it was vital that the machine was simple to use and could be up and running in a short amount of time.

James adds, "The operation of the machine is extremely straightforward. Our staff were able to operate it almost immediately thanks to its ease of use. It is

also simple to maintain, and Kosme UK have provided a comprehensive support service should any problems arise”.

Kosme UK are one of the few suppliers of bottling and filling machines, to maintain a team of dedicated UK based engineers that have a comprehensive stock of spare parts at hand and are able to respond, within a few hours, to any emergency, providing both peace of mind and reducing the headache of any long-term downtime.

James concludes ‘Kosme UK have provided James White Drinks with both an outstanding piece of machinery, and unbeatable service. The equipment we acquired previously from Kosme UK has also performed to the highest standard and is still running efficiently to date. Our new capping machine has dramatically improved operations in terms of productivity and efficiency. We could not be happier with the results and we would recommend Kosme to other such beverage processors”.

For further details on Kosme UK and their complete range of filling, labelling, packaging and conveying machines please phone 01283 523713 or visit the website at [www.kosme.co.uk](http://www.kosme.co.uk)

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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.

For more information on James White, please visit [www.jameswhite.co.uk](http://www.jameswhite.co.uk)

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