TURKISH BOTTLED WATER LEADER, ERIKLI, HAS BROKEN SPEED RECORDS - WITH SIDEL COMBI LINE

A Sidel line equipped with a Combi 34 established a production record at Nestlé Waters in Bursa, northwestern Turkey

Erikli is Turkey’s leading brand of mineral water - part of Nestlé Waters Turkey and a subsidiary of Nestlé Waters, the world’s leading bottled water company

Move to own-brand sales and from glass to PET

Founded in 1965, the Erikli company started by bottling the spring water that comes from Mount Uludag - in 300ml glass bottles and 12L containers for various bottlers and for household consumption. Twenty years later, Erikli started selling bottles under its own brand, switched over to plastic and diversified its formats: 500ml for summer, 1.5L for bus companies and restaurants, 5L for family use and 19L to replenish the municipal water stations in Istanbul.

In 1993, the company invested in a new plant to bottle its water in PET.

Taken over by the world’s leading water bottler

In 2006, the Nestlé Waters Group, which had been present on the Turkish market since 2001 with its Nestlé Pure Life water, took over Erikli. This acquisition made Nestlé the leader in its domestic market, with a 19% share - but the Swiss giant was still looking to grow.

According to Nestlé, the growth of the Turkish market was “related to evolving lifestyles and consumer expectations, as the average standard of living increased within the population.” To shift into higher gear, Erikli Nestlé Waters therefore began investing.
Sidel's expertise in blow moulding, productivity and lightweighting

Erikli knows Sidel well, having installed various blow moulders on its bottling lines since 2000. Erikli, in continuing its strategy of innovation, with a focus on quality, both for products and technology, ordered a complete line from Sidel, equipped with a Combi that integrates blow moulding, filling and capping functions. “We chose the Sidel Combi for the level of hygiene it ensures and for Sidel’s expertise in blow moulding, equipment productivity and package lightweighting,” explains Nestlé management. However, the installation was not easy to complete.

Saleable bottles produced more than two weeks before agreed deadline

There was great complexity due to very high bottling speeds and high line capacity - problems that are insignificant at low speed can become quite important at very high speeds. Turnaround time for line-delivery and installation was also very short. In collaboration with the customer, the bottling line equipment was analysed in detail to validate the technologies and performance levels. Project reviews were conducted at regular intervals and new methodologies were tested, including a layout-audit performed by a Complete Line Specialist from Sidel. The goal was to optimise industrial strategies and organisation, as a function of constraints and priorities. This helped to minimise disturbances during the installation and commissioning phases.

With the installation, performance records were soon being set: five weeks to produce the first marketable bottles at a rate of 61,200 bph (then a record in Europe and in Asia) and one month to exceed 92% line capacity. Understandably, the company was soon preparing to build a new plant - which was to include a line equipped with a Combi 20 - in order to continue its growth.