



SOLUTIONS FOR WATER

SIDEL GETS MOROCCAN WATER PRODUCER IN GOOD SHAPE IN TIME FOR FESTIVITIES

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Les Eaux Minérales d'Oulmès of Morocco is amongst the largest bottled-water suppliers in a particularly competitive domestic market

Designing new shapes for still and sparkling waters

In Morocco, still water accounts for 85% of the total sales of bottled water and sparkling water 15%. Les Eaux Minérales d'Oulmès markets still water under the 'Sidi Ali' brand - with its famous and instantly recognisable 'human-shaped' bottle - and sparkling water under the 'Oulmès' brand. When the mineral water producer determined to re-design the shape of both its still and sparkling water bottles, the company relied yet again on the creative expertise of Sidel, one of the leading suppliers of liquid packaging solutions.

Changing the packaging to stimulate interest

As well as the Moroccan market, it exports throughout Africa and the Middle East. The company was founded in 1934 by Abdelkader Bensalah, who brought about the collection, bottling and distribution of natural mineral and carbonated waters, rich in trace elements and arising from one of several natural springs in the western Atlas Mountains of North Africa. To maintain its strong position and to stimulate continued interest amongst consumers, the company regularly renews the shape and format of its packaging.



Operational in time for worldwide Islamic celebration

On this particular occasion, however, along with the usual stipulation of improvements in both the design of the packaging and its resistance, Les Eaux Minérales d'Oulmès also demanded that the line implementing the changes must be fully operational in time for the company's peak production period. This always coincides with the start of the yearly Eid al-Adha festival, or the 'Festival of Sacrifice'. This is the Islamic celebration observed by Muslims throughout the world on the 10th to the 13th days of the Islamic month of Dhu al-Hijjah.

HIGHLIGHTS

- Fourteen designs for Sidi Ali still water
- Fourteen designs for Oulmes sparkling water
- Testing of pilot moulds
- Transportation and palletisation trials
- Development of different formats
- Production and delivery of moulds

Thorough testing and trialling before adaptation to different versions

The festival of Eid al-Adha signifies the end of the Hajj, or annual pilgrimage to Mecca. In the international Gregorian calendar, the dates vary every year, falling approximately eleven days earlier on each occasion.

Sidel's packaging designers were asked to create fourteen new design concepts for both the Sidi Ali still and Oulmès sparkling water bottles. These were all then thoroughly tested through pilot moulds and other demanding trials, such as transportation and palletisation studies.

For the Sidi Ali range, 1.5L, 0.5L and 0.33L formats were developed, along with 1L and 0.5L formats for the Oulmès brand. When the final designs were chosen in December, one hundred moulds were produced by Sidel and delivered to Les Eaux Minérales d'Oulmès' plant in Tarmilate, in the northern part of Morocco. Both brands arrived in their corresponding new bottles on store shelves the following Spring.