

PRESS ARTICLE

31/8/2021

Sidel brings hygiene and sustainability goals to the fore for Apemin Tusnad carbonated and non-carbonated mineral water in Romania



Apemin Tusnad, the well-known Romanian mineral water player, has invested in Sidel's complete PET line for carbonated and non-carbonated mineral water to meet changing market demand as well as its sustainability goals. Thanks to Sidel's Combi SF300 solution, running at 18,000 bottles per hour (bph), and to packaging innovations in the form of lightweighting and a shorter neck finish, a smaller carbon footprint has been generated, yielding average savings of 5% on plastic consumption for each bottle and a high standard of hygiene.

Founded in 1999, Apemin Tusnad is one of the main mineral water bottlers in Romania, with investments of over 30 million euros since the foundation of the company in technology and a production capacity of 50,000 litres per hour. The company owns three brands – Tusnad, Artesia and Izvorul Ascuns. Apemin Tusnad uses mineral well water that comes from the depths of the Harghita volcanic mountains, a mountainous area where nature has remained untouched. The high quality of the mineral water has been recognised since the 16th century.

The privately owned company works in harmony with the environment and aims to provide the purest water to consumers. To sustain this mission, it is crucial not only to protect the water source from its origin, but also to ensure the hygiene of the whole bottling process.

In 2020, the market share of packaged water in Romania was 51% on the non-alcoholic market in million litres¹. Additionally, consumers pay more attention to superior water quality and, due to the rising importance of convenience, “on-the-go” consumption is also thriving.

¹ Global Data, (2020)

Contact:

F&H Communications
Tel: +49 (0) 89 12175 147
sidel@fundh.de



PRESS ARTICLE

Hygiene goes hand in hand with sustainability

The partnership with Sidel began in 2003, when the first fully automatic PET line was installed in the Tusnad plant. After the reference visit to Italy in 2019, the company came to Sidel again for improving their performance with a new PET line.

The company decided to invest in a new Sidel Combi carbonated and non-carbonated mineral water PET line, owing to its high technical and hygiene standards. All bottle forming, filling and closing operations are performed in an integrated and fully automated system. Thus, the entire bottling circuit of mineral water – from the underground aquifer to the enclosed filling environment – takes place in a controlled system without any external biological interaction. In addition, thanks to the Sidel SF300 filler with reduced filler enclosure, it helps preserve the purity and mineral character of the water keeping the filling environment compact and in consistent overpressure with HEPA filters ensuring the highest hygiene standards.

Responding the homage to Mother Nature, Sidel's BlendFill integrated filler and carbonator solution also contributes to Apemin Tusnad's sustainable roadmap, as it requires fewer components and functions and also reduce CO₂ consumption, generating a smaller carbon footprint. Moreover, since 2020, all Apemin Tusnad brands have been produced with lightweighting preforms and shorter neck finishes, achieving average savings of 5% on plastic consumption for each bottle.

Production flexibility and local service generate trust

The new complete PET line for carbonated and non-carbonated water can run at up to 18,000 bph and accommodates various formats from 0.5 L to 2.5 L, which increases production capacity up to 40%.

"We chose Sidel not only because of its strength in PET solutions, but also thanks to the great local service it offers. Throughout the pre-contracting phase and execution, we experienced a high level of professionalism from Sidel's staff, with clear communication and close support. This is the synergy we are looking for in a partner," concludes Gyarfás Kurko, the owner of Apemin Tusnad.

PRESS ARTICLE



Editor's Note: The images within this document are for illustrative purposes only and should not be used for reproduction. If high resolution copies are not attached with the document, please contact Elina Kresa at F&H Communications for copies – see contact details below.

For editorial, advertising and sponsorship enquiries, please contact:
F&H Communications
Elina Kresa, Consultant
Tel: +49 (0) 89 12175 147
Email: sidel@fundh.de



PRESS ARTICLE

Sidel is a leading global provider of packaging solutions for beverage, food, home and personal care products in PET, can, glass and other materials.

Based on over 170 years of proven experience, we help shape the factory of tomorrow, through advanced systems and services, line engineering, eco-solutions, and other innovations. With over 40,000 machines installed in more than 190 countries, Sidel has 5,000+ employees worldwide who are passionate about providing equipment and service solutions that fulfil customer needs.

We continuously ensure we understand the evolving business and market challenges our customers face and commit to meeting their unique performance and sustainability goals. As a partner, we apply our solid technical knowledge, packaging expertise and smart data analytics to assure lifetime productivity at its full potential.

We call it **Performance through Understanding**.

Find out more at www.sidel.com and connect with us



youtube.com/user/sidel



linkedin.com/company/sidel



twitter.com/Sidel Intl



facebook.com/SidelInternational