

SMART BOTTLING & PACKAGING LINES
UP TO 50,000 BOTTLES/HOUR



SMI DO BRASIL LTDA

Since 1998 SMI has been present in Brazil with the subsidiary SMI DO BRASIL LTDA.

The facility, established with the aim of following more closely the numerous existing and future customers, is located in the city of Osasco, one of the most populous municipalities in the metropolitan area of São Paulo in Brazil and one of the largest and most important logistics districts in the country.

The branch is part of SMI's plans to strengthen the sales network and technical assistance to offer direct support to all local customers.

In order to best meet the demands of the Brazilian market, in fact, it is of fundamental importance to be present with qualified mother-tongue personnel able to provide immediate assistance, especially for the supply of spare parts and technical interventions in a short time to the numerous bottling and

packaging plants installed in the area.

The SMI DO BRASIL branch is located in a 1800 m² structure used both for the commercial and technical offices and for the spare parts warehouse and can currently count on a staff of 31 people, of which 12 technicians, 11 sales/marketing employees and the other 8 dedicated to administrative functions and spare parts management.

A CHAT WITH GUILHERME VIVONA

→ **Managing Director of SMI DO BRASIL**



Q: SMI has been present in Brazil since 1998. What are the key factors that required SMI's direct presence through a subsidiary?

A: We represent "Designed and Made In Italy"; We are therefore working to consolidate ourselves as strategic partners for the Brazilian industry, working closely with companies that need advanced technologies to be able to produce more and better, while ensuring greater safety for their employees and respect for the environment. Equally important, indeed I would say fundamental, among the key factors that required SMI's local presence, is the need to be closer to markets such as Brazil characterised by a large population, a high potential for economic growth and booming consumption. All elements that have led us to become protagonists of the changes in the business environment.

Q: What are the main demands of the Brazilian market?

A: Brazilian companies require long-term capital goods and technology suppliers to whom they can entrust their growth strategies. Equally important is the efficient supply of services and components. In fact, the Brazilian market requires the best technologies and plant solutions developed in Europe, but with the certainty of being able to count on the presence of local support, which perfectly understands the culture and needs of customers.

Q: In particular, what do food and beverage companies require in terms of plant performance and service?

A: Fast Moving Consumer Goods (FMCG) manufacturers aim to continuously expand production and market share. This is how they achieve greater profitability thanks to the quality of the products offered to their consumers. Our role is to ensure their continuous productivity through maximum efficiency and the reduction of losses and waste, combined with the optimisation of resources, the development of a project by a commercial teamwork, up to the installation of the plant and continuous technical monitoring by the service team.

In addition, consumer goods companies are particularly attentive to the ESG (Environment, Social and Governance) agenda, an issue to which SMI, a supporter of the United Nations Global Compact, is able to respond positively.



Q: How does SMI DO BRASIL respond in terms of investments?

A: SMI in Brazil is recognised on the market for its commitment to the continuous research of the quality of the products offered and for the efficiency of the systems installed. The results obtained so far by the SMI DO BRASIL branch, demonstrate the validity of our proposals in the eyes of customers. In particular, in 2023 we achieved an all-time record in total turnover, with a satisfactory return on investment and in line with the directives of the Group's Board of Directors.

Q: What is your opinion on current market trends?

A: Sustainability and digital technologies will surely drive the future of global industry. SMI's culture lies in the development of new machinery and complete line systems with advanced technological content and high energy efficiency, which allow customers to make full use of the plants, taking advantage of the opportunities offered by solutions inspired by the principles of Industry 4.0 and operating with the utmost respect for the environment. Equally important is the automation of machines and processes, which allows customers to constantly analyse, even remotely, the operating data of their plants, without forgetting SMI's attention to solutions capable of reducing the carbon footprint of the users of its machines; for example, the rotary stretch-blow moulders of the EBS ERGON series and the integrated blowing, filling and capping systems of the ECOBLOC® series have been designed to process RPET bottles and therefore allow the use of recycled material for environmental protection.

→ **AT THE SIDE: THE TEAM OF SMI DO BRASIL** →

