

RUSSIA



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BAIKALSEA
Company to
bottle precious
natural water
from Lake Baikal.



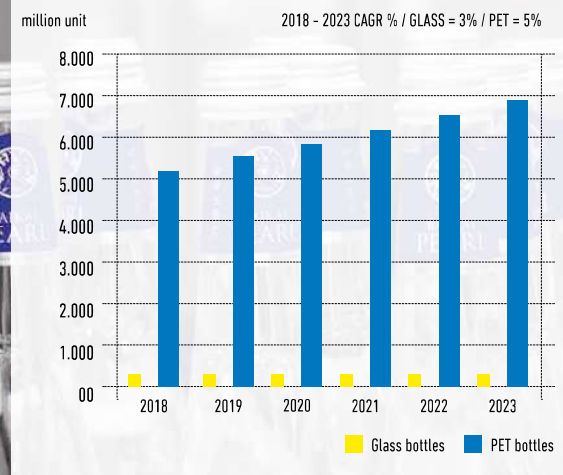
BAIKALSEA COMPANY

By the side of the largest and deepest lake in the world, SIPA is helping BAIKALSEA Company bottle precious natural water from Lake Baikal and adjacent subterranean sources for thirsty consumers across Russia. BAIKALSEA Company is a Russian manufacturer of Baikal water in the premium segment, a leading manufacturer of bottled water from artesian sources: natural water BAIKAL PEARL, mineral sparkling water BAIKAL RESERVE, as well as deep Baikal water BAIKAL430.

SIPA has installed two complete bottling lines for BAIKALSEA Company in Irkutsk, one beginning with SIPA's SFR-12 EVO rotary stretch-blow molding system and going all the way through to final product wrapping via an Isofill P filling station and a Genius PTF Fast Layer palletizing unit, together with various other line elements from partner companies. Depending on bottle size, output can be as high as 24,000 bottles per hour. SIPA also installed a second complete line, for filling glass bottles.

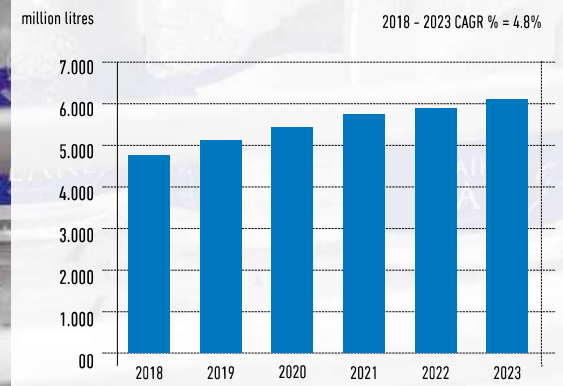


2019 Mineral Water market trend per pack type in Russia and expected growth (2018-2023)



Source: Euromonitor

2019 Mineral Water market size in Russia and expected growth (2018-2023)



Source: Euromonitor

“BAIKALSEA Company is also particularly happy with the work we did with them on product design,” says Karina Sokhova in SIPA’s Moscow sales office. “Together we have created quite a number of new formats.”

BaikalSea Company sells water with several different brand names in PET bottles ranging in size all the way from 330 mL up to 2 L.

Vyechaslav Bulatov, BAIKALSEA Company’s production director, says his company chose SIPA as its partner for its optimal ratio of quality to price. “During the project study phase and in the bidding process, SIPA showed interest in taking on projects, giving attention to the individual requirements of each of our brands,” he tells us. “SIPA’s specialists provided us with some very useful and novel recommendations.” SIPA’s Sokhova adds:

“Obviously our key strengths are in PET bottle making and filling, but with BAIKALSEA Company we were also very well positioned to help them with the glass line, including several components produced by us in-house for tasks like bottle depalletization, filling, inspection, labelling, and packaging.

“We were able to include an innovative feature that enables a single robotic palletization system to operate simultaneously for both lines, PET and glass.

“Meanwhile, back at the beginning of the PET bottling line, operators appreciate how easy it is to use the SFR-12 EVO, especially setting it up for new recipes to produce high-quality bottles.”

BAIKALSEA Company is very aware of its debt to nature for its success in bottling water from the lake, so it takes great care to be as friendly as it can to the environment. SIPA technology helps here too, with such features as recovery of heated air as a means of saving energy. Water bottled by BAIKALSEA Company finds its way to consumers by numerous routes, via large and small retailers, hotels and restaurants. “Lake Baikal is one of the national symbols of Russia,” says Marketing Director Roman Gvozdinsky. “The image of Lake Baikal is one of the strongest and easily recognizable images in the country and abroad, symbolizing eternal values, which everyone can relate to and understand.”

