



# The essence of purity in every drop

The secret of the exceptionality of the still water bottled by the company Santa Vittoria Srl is an incomparable natural filter: a rock from the Ligurian Alps formed 28 million years ago, which ensures the product purity and quality.

## Still or sparkling?

The choice is individual, but the essence of Santa Vittoria water does not change, because it embodies the quintessence of Alpine mineral water, that stands out for its lightness and low content of mineral salts. With a fixed residue of just 180 mg/l, Santa Vittoria water can meet everyone's needs and is suitable even for the preparation of children's food.

## PET containers that enhance purity & lightness

Santa Vittoria asked SMI designers to revise the existing cylindrical bottle both aesthetically and functionally, especially for the handle section. The format on which SMI staff focused for the development of the new design is the 1.5l bottle, from which the 0.5l bottle is derived. Both bottles are manufactured by SMI EBS 10 KL Ergon stretch-blowmoulder and bottled by Enoberg 80-15 HEVS filler.



The peculiarity that has always distinguished the containers used by Santa Vittoria is the wonderful diamond decoration. Starting from this element, the motif was revised both in shape and size, until the achievement of an aesthetic result that enhances the purity and lightness of the water contained in them. The evolution of the study was marked by the close collaboration between SMI and Santa Vittoria, to the point of creating a customised version of the project with the decoration becoming lighter and perfectly distributed on the container. The final result is an elegant, functional bottle, easily recognisable on the market.

The performance of the container was also carefully analysed and improved, especially in the part of the handle, to respond to the Ligurian company's request to be able to use a lighter rPET preform. The weight reduction was also achieved through the choice of the 26/22 Gravity II neck, which provides a lighter thread suitable for bottling carbonated products.

Starting from all these aesthetic and functional assumptions, the SMI team began to develop the new concept. The aim was to maintain the style of the existing bottle while making changes to the position and shape of the handle and the bottom, optimising the shape and proportions of the latter, in order to be able to use lighter preforms for the blowing of bottles without altering the resistance.

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### IMPROVING YOUR CARBON FOOTPRINT IS EASY WITH SMI!

Our bottling and packaging systems benefit from Industry 4.0 and IoT technologies, can process recyclable materials such as rPET and allows for considerable energy savings.

Find out our solutions for packing a wide range of containers up to 50,000 bottles/hour.

