



Lightweight PET bottle project

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AmCham meeting, 31 March 2009

Project top-lines

- Project:
 - Decrease the PET weight of DEVIN bottles by 15%
- Project benefits:
 - ECOLOGIC - Decrease the waste of PET
 - ECONOMIC - Increase profitability per bottle
 - MARKETING - Improve the bottle emotional and functional benefits

The constraints

- Production, Lines and Financing
 - Old Sidel (FR) lines with limited options for improvement
 - Line capacity of 8,000 bottles per hour
 - Line does not allow light weighing of PET bottles
 - New higher capacity and modern line required
 - Cost for all lines upgrade 7Mio EUR
 - Financing new purchase of lines

The solution

Purchasing of new production lines

- New lines with top world quality and efficiency

Financing

- Through IPO (initial public offering) on the Bulgarian Stock Exchange '07
- Raised 9mio EUR for plant renovation of which 7mio EUR, invested in purchasing of world-class lines Krones & Cosme 07-08



Before & after

- Increased line efficiency, less waste of resources & water spillage
- The lines – productivity +284%

| | BEFORE | AFTER | |
|-----------------------|------------|---------------|-------|
| | BG, SIDEL | KRONES, COSME | |
| 500ml & 1.5lt PET | 8000bph | 25,000bph | +313% |
| 7 & 11lt PET | 300-500bph | 1000-1200pbh | +287% |
| 500ml & 1.5lt PET gas | 3,000bph | 6000bph | +200% |

Before & after

- The PET bottle pre-form -15%

| | BEFORE | AFTER | |
|---------------|--------|--------|-------|
| 500ml PET | 17gr | 13.5gr | - 21% |
| 1.5lt PET | 36gr | 28gr | - 22% |
| 7lt PET | 130gr | 110gr | - 15% |
| 11lt PET | 125gr | 140gr | - 11% |
| 500ml PET gas | 36gr | 30gr | - 17% |
| 1.5lt PET gas | 28gr | 23gr | - 18% |

Before & After

- Financial benefits – significant increase in profitability per bottle
- 7mio EUR investment, payback 5yrs
- Increased line efficiency
 - **Increased energy efficiency per bottle by 20%**
 - **Decreased production cost per bottle**
 - Decreased HR costs twice
 - Decreased write-offs
 - Decreased water spillage



Before & After

- Marketing effect

EXTREME MAKEOVER

Emotional benefits

- just beautiful

Physical benefits

- anti-slip grip
- enhanced stability



THANK YOU!

