



## Energy Efficiency in the Beverage Industry

## Eckes-Granini-Germany The Juice Brand Company

Tokyo 10. July 2014

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| we bring the best of fruit for a healthy and enjoyable life |



- Introduction
- The company
- The Products
- **Energy Efficiency in the Bev. Industry**
- **Achievements**
- **ECO Management Audit Scheme**
- Questions / Answers



## **Reiner Pfuhl**

Mechanical Engineer

Eckes-Granini Germany for 10 years

Director Supply Chain

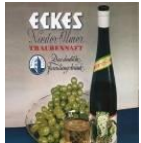
Member of the German Board

Environmental Manager

# Historical Background



1857 The Eckes Distillery is founded.



1930s Eckes Grape Juice is the first juice product marketed.



1958 Hohes C is introduced.



1993 Systematic international expansion begins.



1994 Eckes acquires granini.



2006/2007 The spirits division is sold off.



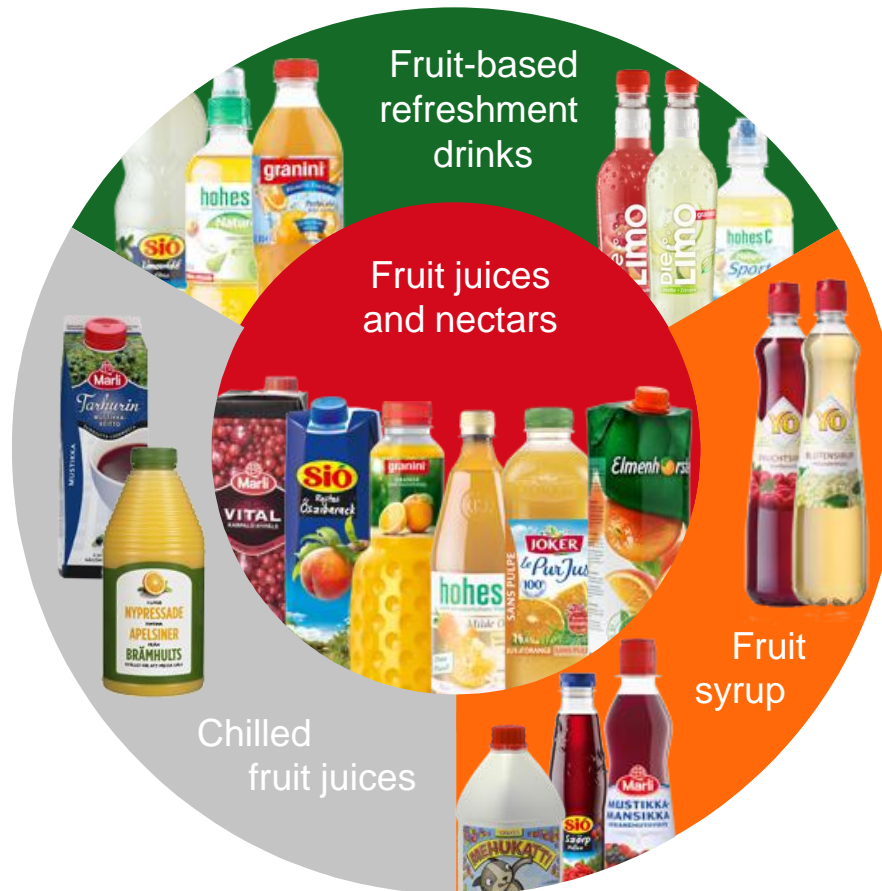
2007-2012 Eckes-Granini continues to expand as a 100% juice company



2012 Eckes-Granini acquires Pago

# Our market




## Market segments

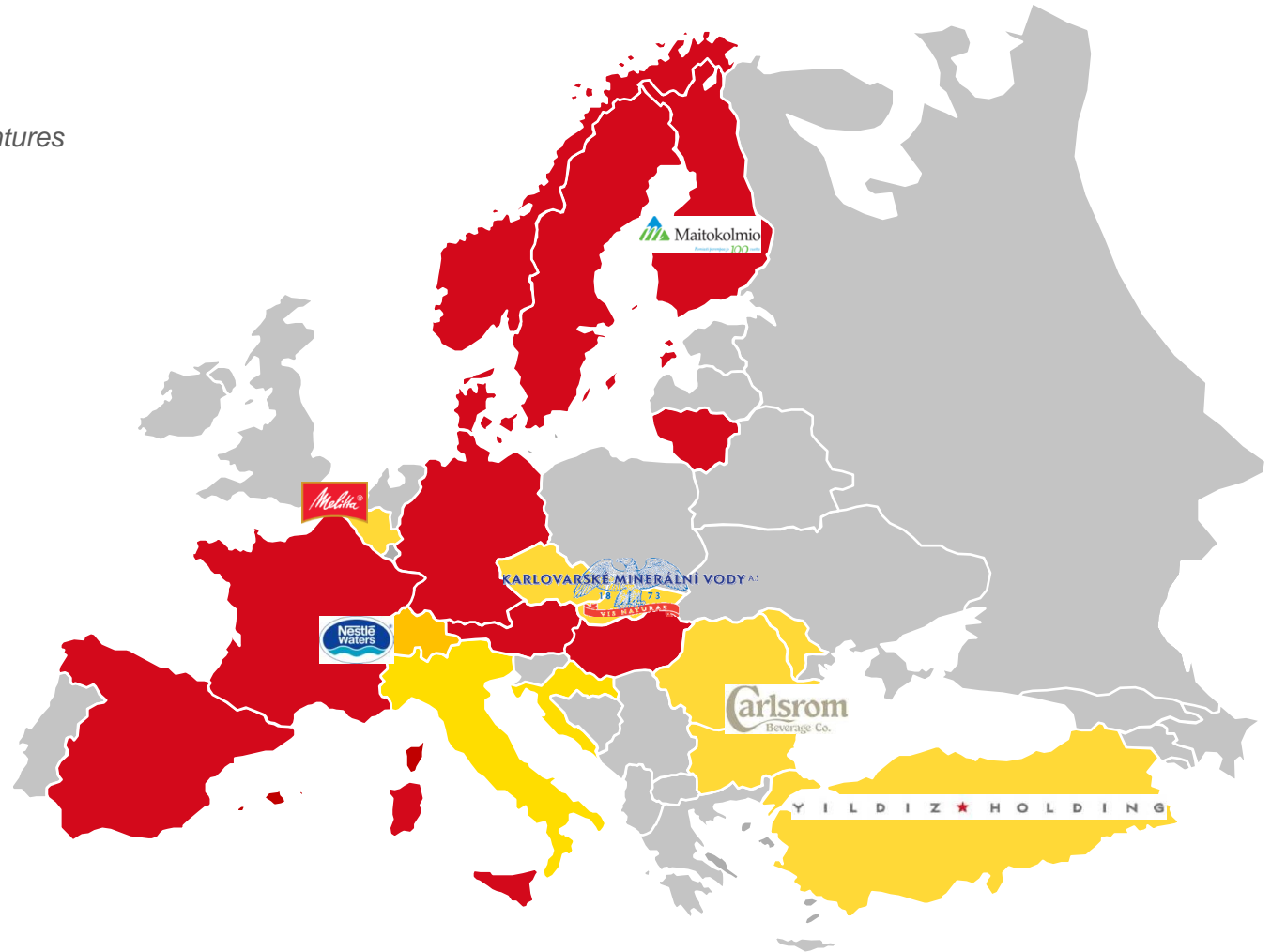


- ▶ Core business encompasses ambient juices/nectars complemented by syrups, freshly squeezed juices and fruit-based refreshment drinks.

# Internationale Expansion

## Growth via strategic partnerships

-  Subsidiaries
-  Partnerships / joint ventures
-  Export





# Our Products



# Our Products





# Our Product Portfolio

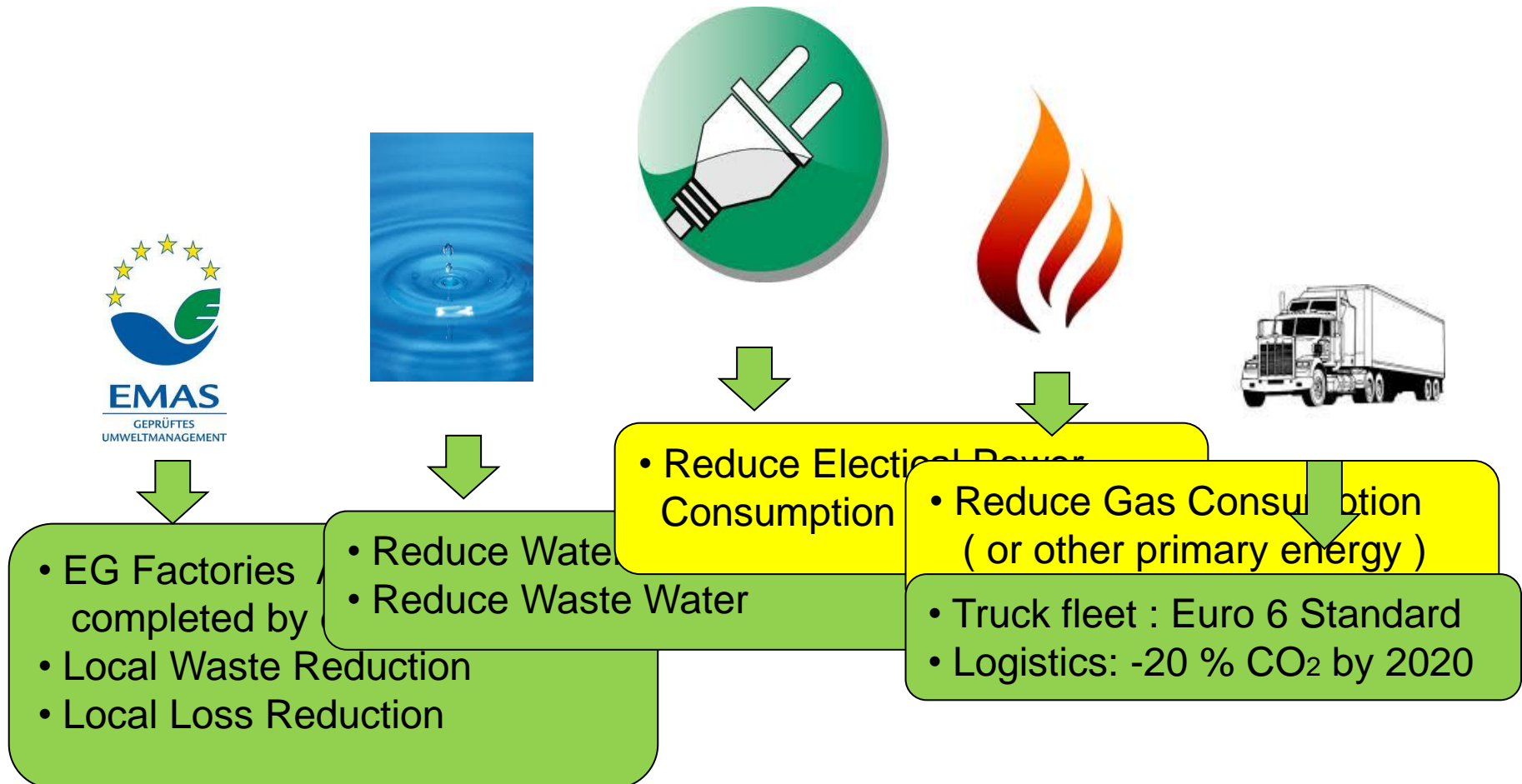


## What drives us:

10 factors consumers expect regarding sustainability:

- Contribution to increase quality of life,
- **Responsible dealing with resources**
- **Engagement for environmental topics**
- Good relation with environmental organisations
- **Environmentally friendly technologies**
- Strong engagement for charity projects
- Match with legal regulations
- **Get environmental awards**
- **Clear statements about environmental initiatives**
- Finally, fair play with competitors and partners.

## Core Initiatives



How we define new projects :

- Internal Continuous Improvement Teams
- Network with Key Suppliers
- Network with Sustainability Organisations



Previous Solution	New Solution	Effect
Bottle weight high ( PET bottles )	Bottle weight reduced by 15 %	Less heat for bottle blowing
Steam heating on various locations	Shut of consumptions, find leaks ( use thermo camera)	Less gas consumption
Air compressors running On/off mode	Freqency controlled compressors	Less electrical energy
Compressed air lost at bottel blower	Recycling of compressed air	Less electrical energy, Prevent Investment
Shrink pack with electrical heat	Shrink pack with gas heat	Fast start up saves energy
Sterile water preparation by steam	Sterile Water by filtration	No steam consumption

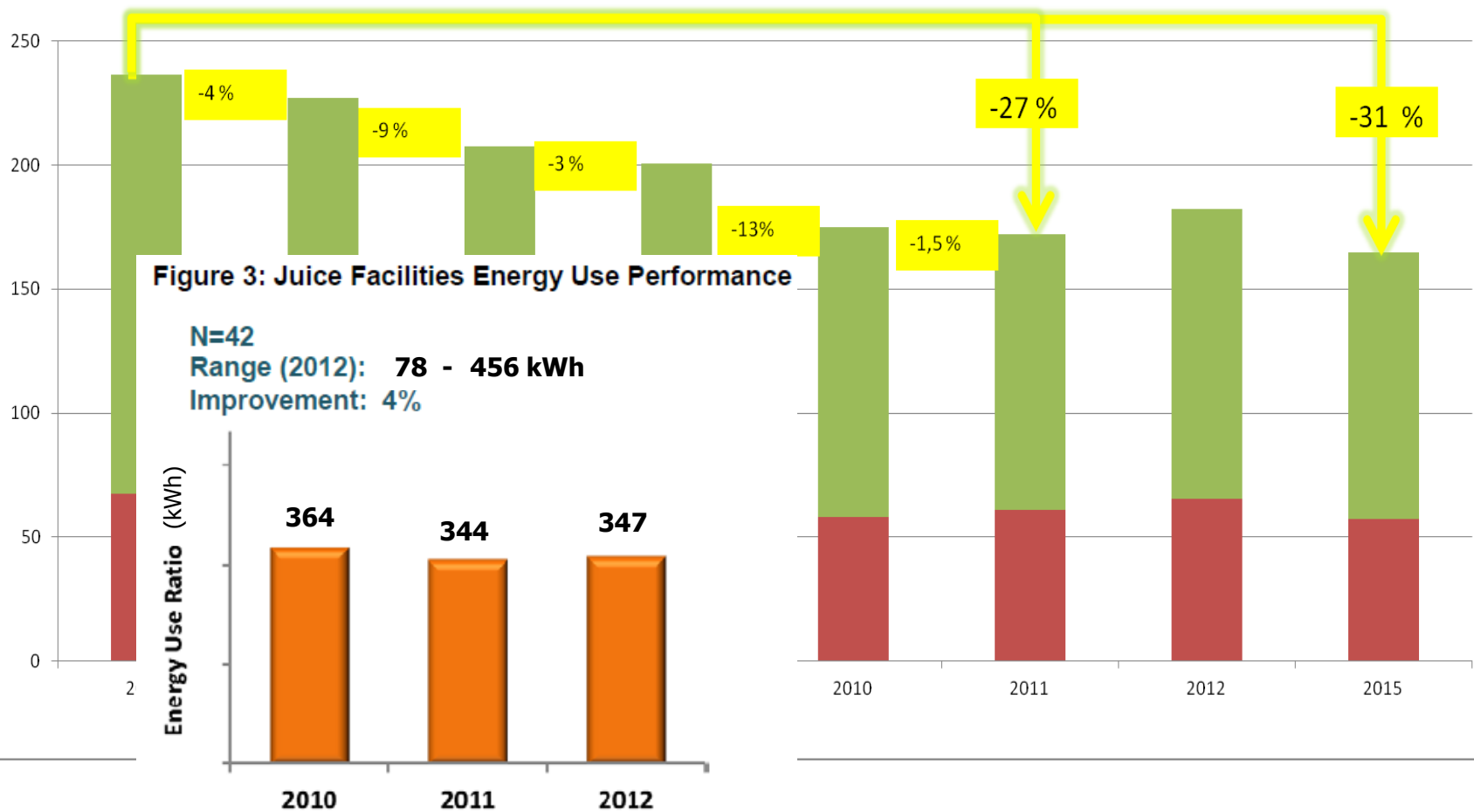


Previous Solution	New Solution	Effect
Long cleaning cycle on filling machines	Short intense cleaning cycle	Energy & water savings
Preform radiation heating	New specific radiation	Energy saving 10 %
External Sourcing of electricity	Inhouse 10% of electricity from gas	20% better energy utilisation

# Energy Consumption ( kWh/1000L)

Average **Energy** Consumption of EG Factories  
Finland, France, Germany, Hungary, Lithuania

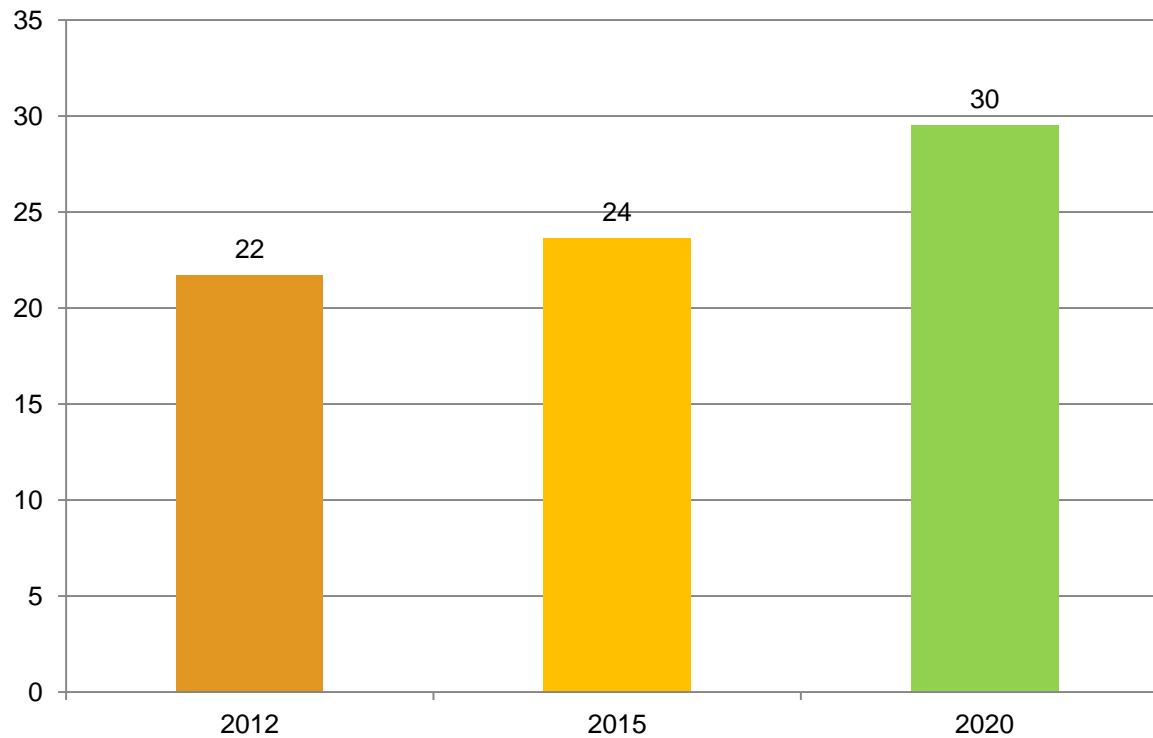
■ Gas ■ Electricity



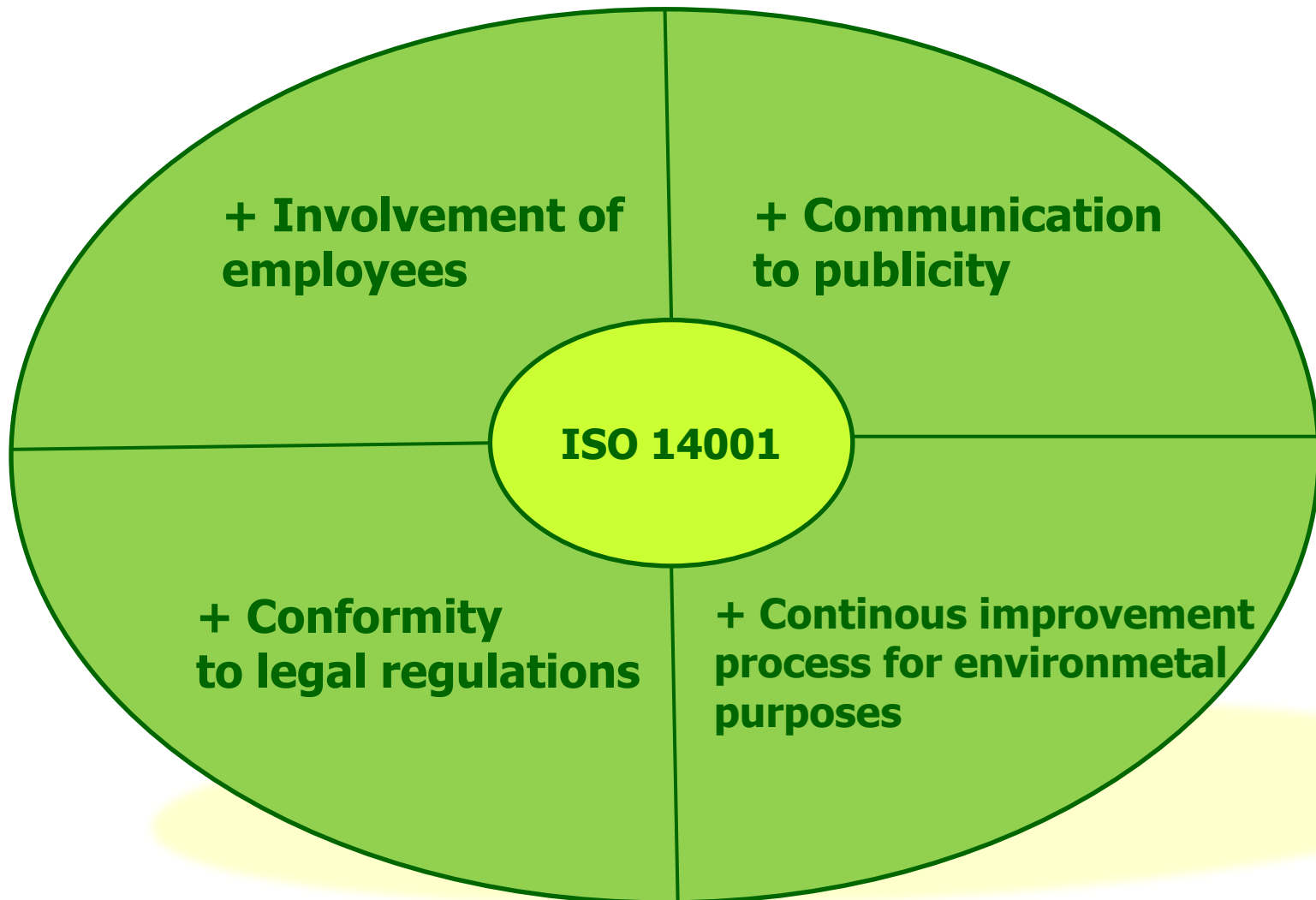
# Renewable Energy

## Weighted renewable energy

**Percentage of Renewable Energy from Electricity Used  
of Finland / France / Germany / Hungary / Lithuania**

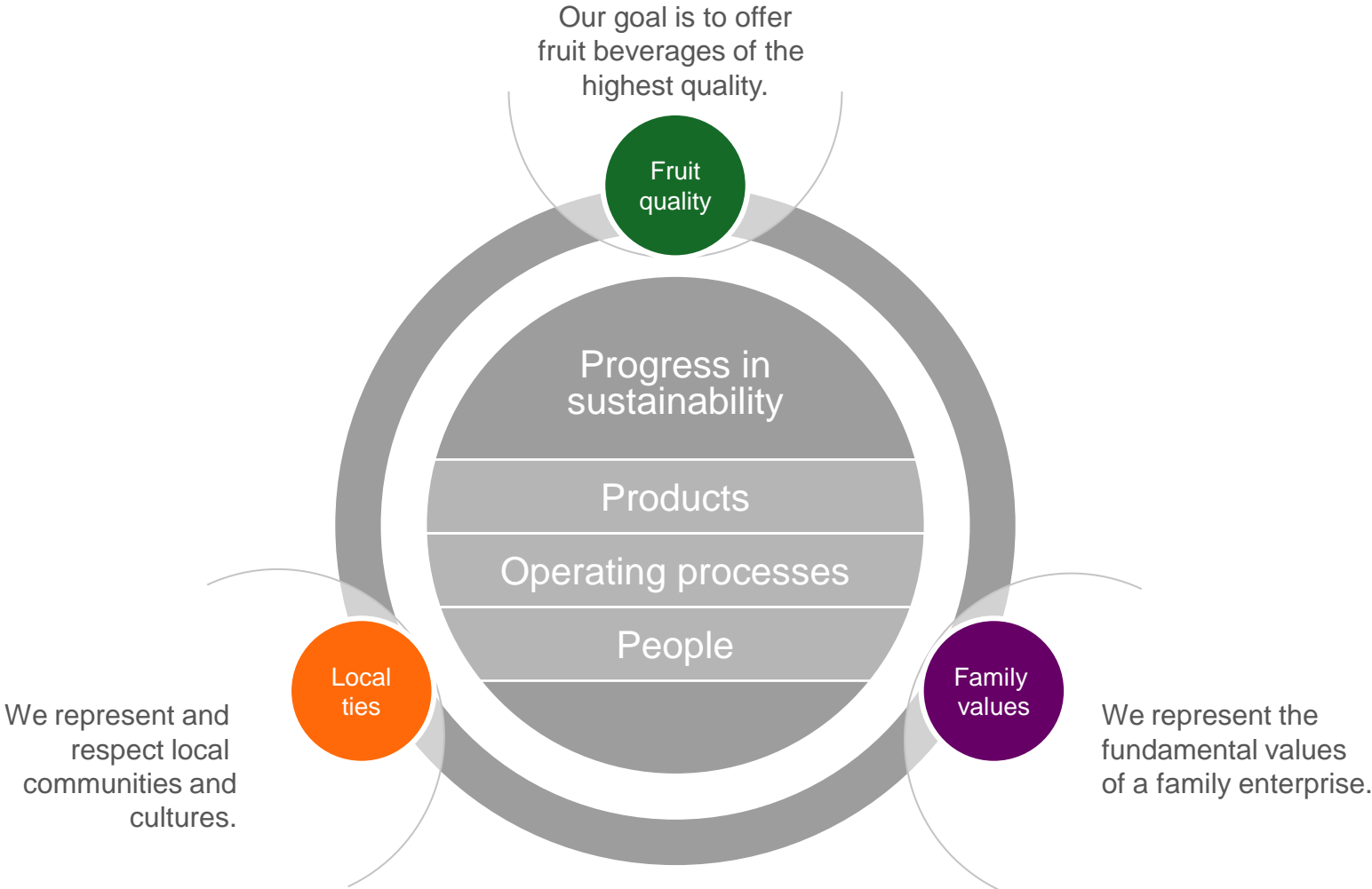


→ **The reliable environmental** management system in EUROPE



# Sustainability

## Our distinctive sustainability philosophy



▶ We strive to balance the social, economic and ecological impact of our business activities.

Sustainability at Eckes-Granini

....Highlights for People and Environment



People

**All 3**  
Locations audited  
**Job and Family**




Quality

**All** Raw Materials & Produktions audited  
**IFS and SGF**




Logistics

**All** Logistic partner comitted to  
**Green Check**

Environment

**All** Locations audited by  
**EMAS**

People

**100 %**  
Work places  
**Healthy & Optimal Equipped**



Packaging

**100 %**  
Cartons audited  
**FSC**



Environm.

**-15 % Water**  
**-5 % Energy**  
Since 2006




Packaging

**-15 %**  
Weight of bottles from  
**PET**

Logistics

**-20 %**  
**CO2**  
In  
**5 Years**







Thank you!