



# Blue Keld



WATER & CSD SECTOR  
**Blue Keld Springs Limited**  
Blue Keld Group  
Drifffield, United Kingdom  
>> packer  
SMIPACK  $\beta$ P802AR 280R-S 

## ■ Quality water from the springs of Yorkshire

Fascinating and quiet landscapes, silent fields and rolling hills with endless green horizons all around: this is the framework in which Blue Keld Springs Ltd operates, a leading British company that bottles natural mineral water from an artesian spring in the county of Yorkshire.

Since its founding in the early '90s, Blue Keld Springs has forged a strong bond with the territory it belongs to, encouraging the development of cultural and economic opportunities that have contributed to the welfare and protection of the environment.

The British company is a highly respected industrial entity, which draws the strength for its sustainable development and future innovation from nature. Recently, Blue Keld Springs chose Smipack technology for the packaging process of mineral water in PET bottles, by purchasing a  $\beta$ P802 series packer.

# The force of nature.

From the “artesian” spring ...

■ “Blue Keld” artesian spring water is a natural product that comes from a pristine and crystal clear aquifer. Water is filtered naturally through a land rich in chalk on the surface, making it particularly rich in calcium and low in sodium. Curious is the origin of the name “Blue Keld”: “Keld” is a word from an ancient Viking language and means, in fact, water.



“Blue Keld” is, therefore, the equivalent of “Blue Spring”, i.e. blue source.

The term “Keld” appears in many ancient books and historical maps; water sources, in fact, have always had the utmost importance to ancient peoples, an invaluable asset to be guarded and passed down to subsequent generations through the centuries.

Blue Keld mineral water occupies a prestigious position in Anglo-Saxon catering; it is available both in plastic bottles and

in glass bottles that, thanks to the elegant and refined line, are able to express the purity and quality of this water present on the most famous tables in Great Britain.



# ...to the PET bottles

packaged in shrink film



■ In order to package its water in PET bottles with shrink film only, British company Blue Keld has chosen a Smipack shrinkwrapper model  $\beta$ P 802 AR 28ORS, with inlet at 90°. This is an automatic monobloc machine with a sealing bar, which is characterized by its high versatility of use.

In fact, the numerous models of the  $\beta$ P series are used in various market segments: beverages, food, chemicals, wines, liquors, cosmetics, detergents, textiles, etc. and can package bottles, cans, jars and many other bulk containers in multiple pack collations. The model installed at the Blue Keld factory is used to pack 330-ml bottles in 4x3

and 6x4 collations, 500-ml bottles in 4x3 collation and 1.5- and 2-liter bottles in 2x2 and 3x2 collations. At the entrance of the Smipack packer the bulk containers can arrive on 1, 2 or 3 rows and are fed at 90° thanks to an automatic belt either on the left or on the right. The composition of the pack is managed by an automatic grouping system while a motorized pusher, controlled by inverter and encoder, conveys the products into the packaging machine for the subsequent film wrapping and shrinking stages. The Flextron® control system, fitted with an alphanumeric LCD control panel, allows storing up to 20 work programs and ensures simple and accurate management of all production parameters and stages such as: sealing temperature and time; sealing bar opening; pusher speed and position; oven temperature; oven belt speed. The belt of the shrink oven moves at variable speed controlled by inverter, is equipped with glass fiber bars and comes with an extra chain for better

sliding of the heavy packs. Smipack's BP series is characterized by a very compact one-piece structure that facilitates the handling of the machine within the production facilities (also thanks to the dual feet/wheel solution).



## ■ J Marr Limited

The J Marr Group, of which Blue Keld is a part, was born in 1870 to carry out fishing activities in depth, but then underwent a gradual decline over the following decades.

To counteract the negative effects, J Marr Group Ltd diversified its business interests and developed a series of activities that allowed the company to continue to grow: the production of ice, which is a key product for the fishing industry, was among the most successful ones.

The need for natural mineral water for the production of ice is the key factor that led to the alliance with Blue Keld Springs, whose division dedicated to the production of ice cubes developed and expanded rapidly after the entry of the spring water into the J Marr Group Ltd, until it gained a leadership position in the market.



# The artesian aquifers and the Blue Keld source



short time to industrially ramp up this business initiative by expanding the areas used for bottling and packaging, up to its current size. Thanks to modern offices, warehouses and production and distribution plants, Blue Keld Springs is able to serve a large number of large- and small-sized customers in the United Kingdom and around the world.

In August of 2003, Blue Keld Springs enters a new “era” as the British company is purchased by J Marr Group Ltd, a leader in the depth fishing industry.

■ The virtues of Blue Keld artesian spring water have ancient origins but its use in the industry is recent history.

Thanks to a modern bottling facility and an efficient distribution network, the mineral water of a British company has gained a reputation and a growing clientele over the years.

The origins of the entrepreneurial success of Blue Keld date back to the early '90s, when the owners of the company bought the land around the spring to start a crop of potatoes.

At that time it was difficult to predict that, in a few years, nature and the fertile land in Yorkshire would both have given them fame and success in the bottled water industry.

The water from the sources in this English region is of excellent quality and, therefore, consumer demand is on the rise.

Attentive to market needs, the founders of Blue Keld Springs decided to bottle and distribute the water that gushed from the ground owned by them and, thanks to their initial hard work, they succeeded in a





Blue Keld Ice Ltd was founded in April of 2005, equipped with advanced technology systems for the production of over 20,000 bags of ice per day; each cube of ice packed inside a Blue Keld Ice bag is produced individually by highly specialized machinery that, in addition to preserving the purity of the natural water used, produces regular-sized cubes of superior quality. An "artesian aquifer" is understood to be a body of water formed by the water that a certain amount of rocks e/o sediments occupies, surrounded (even at the top) by waterproof

## ■ Quality bottled in a "tear-drop"

The beautiful cobalt blue teardrop-shaped bottle, made of Venetian glass, perfectly expresses the quality of Blue Keld mineral water.

The prestigious still and sparkling mineral water bottle is available in the 330-ml and 750-ml size and is present in all the best hotels and restaurants worldwide.



materials like clay.

As such, this type of aquifer is characterized by the fact that it is confined on all sides by materials that do not allow water to seep through.

This situation, from a hydraulic point of view, is comparable to a pressurized pipe, since the water pressure inside the aquifer is greater than the atmospheric pressure.

For this reason, when a well is created that pierces the top waterproof layer of the aquifer, the water tends to flow upwards thus reaching a level directly proportional to the pressure inside the aquifer.

Blue Keld is artesian water because it comes from a spring in the depths of the earth, protected by layers

of clay and rock. Since the source has no openings to the earth's surface, the water never comes in contact with air and therefore is protected from air pollution and any other type of contamination.



# BLUE KELD

Blue Keld water contains bicarbonate, calcium and magnesium: all minerals necessary to the human body; it is low in sodium and therefore can be drunk by everyone, including the hypertensive, those who suffer from water retention or who are on a diet.

Blue Keld water is marketed both in PET bottles and in glass bottles. PET bottles are available in 0.33 - 0.5 - 1 and 2 liter sizes and are designed to bottle still and sparkling mineral water, flavored in 10 different



## ■ East Yorkshire: nature to discover

Exploring England along its long paths and pedestrian routes is certainly the best way to make the most of its beauty.



Eastern Yorkshire is mostly flat. To the north it reaches its maximum altitude of 246 meters with the Yorkshire Wolds, situated on the border with North Yorkshire.



A strip of undulated land characterizes the central part of the county, while the southern boundary is mostly marked by the large estuary of the Humber River.

From the award-winning hiking trails in the countryside to the coast and towns of breathtaking beauty, East Yorkshire is the ideal destination for relaxing holidays during which to enjoy both the scenic beauty - the sea cliffs, the spectacular headlands and rolling hills - and a historical-cultural heritage of great value.

flavors (including traditional and exotic fruits).

Since the added flavors are exclusively natural and sugar-free, Blue Keld flavored waters are ideal for a balanced diet rich in minerals.

