

Cold pressed juices, safely packed

Arden's Garden, based in Atlanta, USA, is a notable player in the production of fruit juices, extracts, and wholesome foods, with a foundation rooted in the founder's belief in the health benefits of fresh fruits and vegetables. Arden Zinn, the visionary behind the company, started during the 1990s with a simple juicer, eventually transforming her passion for health into a flourishing business. Today, the cold-pressed juices are packed with latest generation packaging systems and distributed safely throughout the United States.



Victor Gaffney, COO of Arden's Garden and Leslie Zinn, CEO and daughter of the founder Arden Zinn

The history of this Atlanta-based company, revolves around Arden's passion and desire to ensure everyone's good health. In addition to personal and family use, this enterprising woman from the East Coast used to share her juices with friends and acquaintances, because she believed that everyone has to have the opportunity to be healthy. From these assumptions, a modern company was founded and grew quickly. Today, the company, which is Atlanta's largest producer of fresh juices, with two East Point processing plants, is run by her daughter Leslie, who preserves and continues her mother's legacy.

Arden's Garden produces a wide range of cold-pressed juices, a system that does not use heat, oxygen or other pasteurisation methods that damage the nutrients found in fruit and vegetables. The company also produces other foods and delicacies, such as raw vegan snacks, made with nuts, rolled oats, kale, cashews, almonds, peanut butter and chocolate, suitable for providing nutrient-rich foods.

In terms of packaging, Arden's Garden relies on SMI's solutions, such as the ASW 50 F Ergon shrink wrapper, for their 15.2 oz and 2 oz PET bottles. This equipment, with a 90° product feeding system, exemplifies the adaptability required in a dynamic market.

Its ergonomic structure, featuring a single-lane infeed system, is claimed to ensure the proper channelling of bulk containers on a conveyor belt, utilising low friction, thermoplastic chains. The rotating infeed operation smoothly pushes loose products from the single-lane conveyor to the pack conveyor.

Linear and continuous grouping of containers is facilitated by dividing bars, accompanied by a twin belt system guided by an electronic cam, effectively separating products based on the desired format.



In terms of versatility, the ASW Ergon series offers models capable of shrink film packaging at speeds of up to 80 packs/min, accommodating cylindrical, oval, or square/rectangular containers. The specific model installed at Arden's Garden meets production requirements of up to 50 packs/min.

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