

Interview of Philippe Henon, Packaging Manager of the SPADEL group

Philippe Henon, Packaging Manager of Spa Monopole, meet us to discuss various common points concerning the future of the water market in Europe and the partnership between our two companies.

The partnership between Novembal and the Spadel group

Novembal, subsidiary of the Tetra Pak group, has worked with the Group Spadel group for several years in its mission of satisfying the current and future expectations of the consumers in their search for healthy and environment-friendly products. Together, the Spadel group and Novembal have developed adapted, innovative and economic capping solutions to meet these demands.

Novembal is present on all the packaging of the Spadel Group still waters with its complete range of Novaqua™ closures dedicated to the still water.

Novembal also accompanies the Spadel group with its range of Sports caps Novactive™ at Spa Monopol and Nomadcap™ at Bru Chevron, the other subsidiary of the Group.

Recently, we started the packaging of the sparkling water with our range Novasoda™ at Brecon in Wales.



Novactive™ SPA
Reine



Novaqua™ SPA
Reine



Coiffe™ SPA Reine

Why Spadel has chosen Novembal as a partner?

A strong ability to innovate

Novembal becomes involved at several levels to answer our constant requests for innovations. From the conception of a new product, the skills of our R&D services are gathered to innovate effectively and rapidly. This collaboration adds to the continuous improvement of the quality.

The performance of Novembal is strengthened by its membership in the Tetra Pak group since 1999, and its privileged relationship with Sidel allows Novembal to effectively meet the needs of its customers.

A privileged commercial relationship

The quality of the business relationship is an important criteria. This relationship is built on the transparency and the will to bring the best service at the best cost.

An excellent flexibility

The privileged relationship with Novembal along with the in-depth knowledge of the needs allows Novembal to anticipate and to organize the production even for the exceptional needs of the Spadel group.

A reactive and effective technical support

The Customer Technical support team (ATC) of Novembal guarantees the optimum adaptation of lines for the start of new products.

The regular presence of the ATC's allows us to obtain effective settings to increase the productivity.

Together, the Spadel group and Novembal continue to study the lightweight trend for caps and bottles thanks to the Novaqua™ 29/25 closure. This revolutionary closure strengthens the sustainable development, the priority of the Spadel group.

The SPADEL group

Presentation

Undisputed leaders of the mineral water market in Benelux, Spadel is a European group whose activity focuses on the production of natural mineral waters and lemonades with their main brands: SPA and BRU. Spa Queen being the favourite natural mineral water of the Belgians and BRU the mineral water for the restaurant clientele.

Key figures

With a turnover of 254 million euros and a workforce of 770 employees, Spadel bottled more than 650 million liters in 2007. The Group has 4 production sites: SPA Monopole and BRU Chevron in Belgium, Les Grandes Sources de Wattwiller in France and Brecon Beacon Natural Mineral Waters in Wales.

The Henri - Jean institute

In 1931, Spa Monopole decided to create a research and medical Hydrology center, The Henri - Jean institute, after the name of its founder that is dedicated to the investigation of the quality control of mineral water, search of new tastes for lemonades, reprocessing of industrial and used waters...

With a real scientific purpose, the Henri-Jean institute has become one of the most highly respected hydrological research centres in the world.

The mineral water market

The natural mineral water sector has not escaped the recession and has identified 3 major factors that have affected the market:

- The absence of a favourable climate for mineral water sales (no summer in 2007 and 2008)
- A decrease of the purchasing power of the consumers' that has changed behaviour in purchasing decisions.
- The significant increase of certain raw materials and energy costs

This has resulted in drop in 2008 from 3 to 4 %, in relation to 2007, of the market of natural mineral water.

However, Spadel continues to invest in both the production area and in the innovation of it's products to strengthen their position as the leading mineral water supplier and to offer to the consumers products with added value.

It is important to remember that a natural mineral water is a water with an original purity, which has a stable composition and which is not chemically treated in any way.

Sustainable development

The sustainable development is historically part of the SPADEL Group's philosophy and dicates two major priorities.

Firstly, the rigorous protection of these natural resources for more than a decade which has guaranteed the purity and the quality of these natural mineral waters. This zone of protection for Spa waters extends over a area of 13.177 ha (one of the biggest zones of

protection in Europe). This environmental protection is unmistakably the long-lasting guarantee of the quality of these mineral waters.

Secondly, responsible management of the packaging by using 100 % of recyclable PET, the use of 25 % of recycled PET material in bottles at Spa Queen and a ongoing programme to decrease the weight of the bottles at Spa and BRU.