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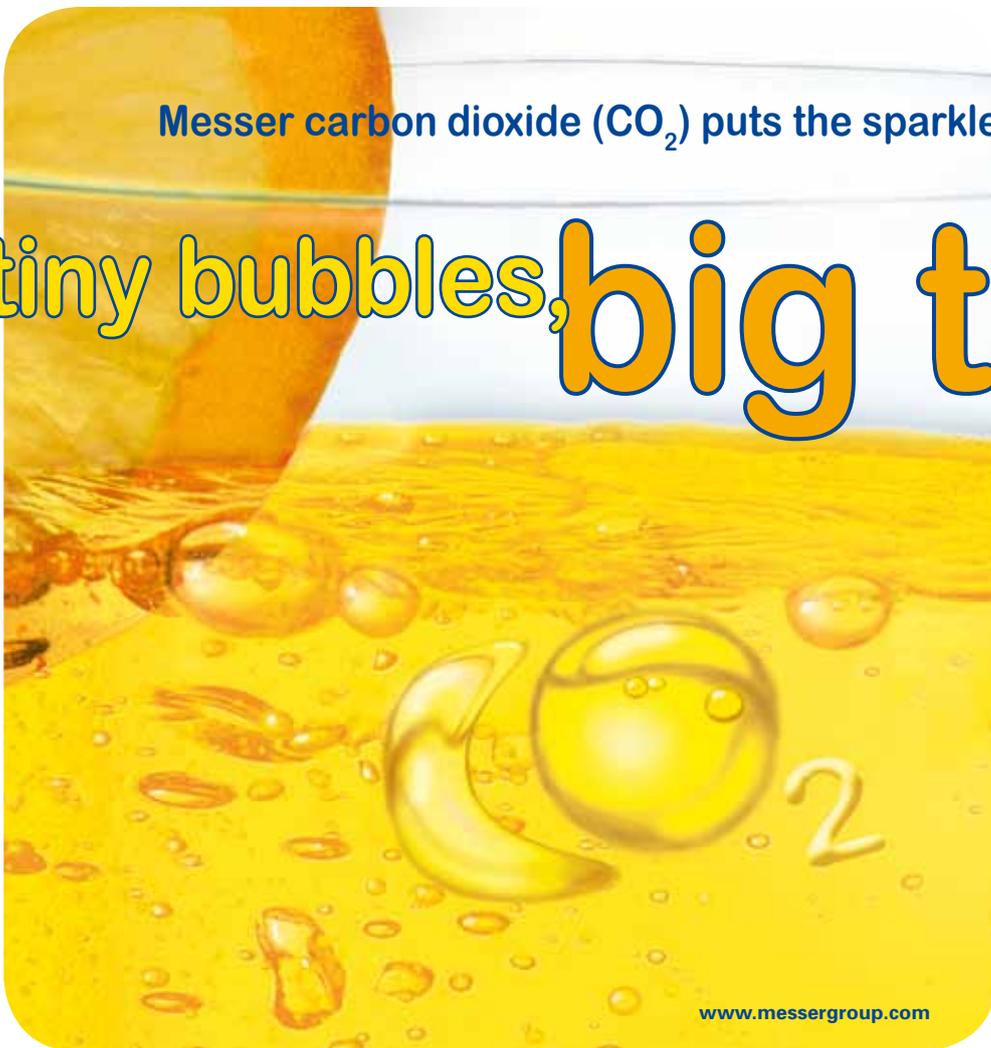
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PARTNER MAGAZINE NO. 5 ++ 2009 ++ ENGLISH



Schmeckt.

No.5 2009

SINALCO PARTNER MAGAZINE NO. 5 ++ 2009

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Dear readers,

Since 1905, Sinalco has been a German brand. It lived through World War I, the currency reform as well the gruesome World War II. As early as 1905 the brand was represented in 150 countries. At that time there were no other international soft drink brands who enjoyed a similarly high recognition value.

Only a strong brand can survive such events. After a short intermezzo in Switzerland, Sinalco has been in the hands of a family business since the 90's through which it took off once again. Today Sinalco is represented in around 50 countries all over the world. Franchisees worldwide bottle Sinalco's soft drinks according to German quality standards. The brand functions in a uniform manner and is managed by its German headquarter with regard to marketing and product concepts.

In so doing, we place great stock on the generic code of the brand and point out our German origin with the slogan "Sinalco schmeckt" – even in

countries with no connections to the German language.

The slogan "Sinalco schmeckt" is conveyed by means of a redesigned 3D logo with a young, new design which elicits consumers' attention. After the facelift given to the logo, the labels on the PET bottles were also redesigned. The product range has been continually tailored to the needs of the international consumers. We now offer a brand portfolio which covers the whole spectrum of the category of soft drinks. Besides the slogan and the unmistakable brand logo, we have made the colour yellow an unmistakable Sinalco characteristic in the beverage segment.

Thanks to sponsorship of sports in the international arena, primarily basketball and football, Sinalco can be seen in many countries around the world due to satellite technology. Our commercials are globally communicated, whether in Arabic countries, Western or Eastern Europe – notice is taken of the Sinalco brand everywhere.



We look forward to the new challenges which the future will hold for us.

Mongi Goundi / Managing Director – Sinalco International



From fair to fair



IFD.TEX
International
Food-Drink-Technology
Exhibition

Sinalco at IFDTEX (Athens)

This year, too, Sinalco was effectively presented by its Greek franchise partner Mavrikos Co. at the 22nd International Food and Drink Exhibition (IFDTEX), in Athens.

This international exhibition for food and drink technology was held in the Metropolitan Expo Exhibition Centre from 5th to 9th February 2009 in Attica. Over 111,000 square metres, 498 companies of the beverage industry exhibited their products in 4 exhibition halls and presented their

services. Over the course of the five days of the exhibition, 39,421 visitors, mainly from the food and beverage and hotel industries, as well as from the retail segment, let themselves be inspired and advised by the exhibitors and made business contacts.

The large crowds of visitors in attendance at the IFDTEX were a sign of confidence and recognition not only for the organisers; Georgos Mavrikos, owner of Mavrikos Co. also considers the attendance at the exhibition to be a great success for the Sinalco brand and its degree of brand awareness in Greece. "We presented ourselves this year for the third time with products and services at the IFDTEX and we were once again successful in making very good contacts," reported Georgos Mavrikos.



Internorga 2009 German Sinalco with a new appearance

From 13th to 18th March 2009, German Sinalco's exhibition stand at the „Internorga“ was once again „The refreshing meeting point for the food service industry and retail.“ Sinalco's current marketing offensive was the focus of the exhibition appearance.

Some 103,000 industry visitors appraised the offerings of 1050 exhibitors from 26 countries on their way through the exhibition halls in Hamburg. The Internorga is considered to be the most important speciality exhibition in Europe and has been used as a forum by Sinalco for years. Here you meet a host of potential new customers as well as old business friends concentrated over a week in a single location. The spectrum of visitors goes beyond the food and beverage industry such that to a significant extent decision makers in

the food trade and specialty beverage wholesalers can also be reached.

This year Sinalco attracted attention with a larger, more centrally located area.

The largely visible attention-getters were three looming cylinders with advertising motifs for Sinalco, Aquintell and Sinconada. Among these were spacious presentation areas for the whole product range of each brand with all varieties and containers.

Yet not only the stand design created visual emphases. For the first time, the redesigned Sinalco product decors were shown. The German Sinalco TV spot with which the brand is massively advertising this year on youth-targeting stations in Germany, also premiered. For visitors, the spot could be seen nonstop on a large split screen alternating with animations of the new product outfits.

After six exhibition days, the stand operators drew a positive conclusion. Once again, German Sinalco managed to present itself in Hamburg as an attractive and competent partner for all segments of the hotel industry, food and beverage industry and communal feeding. The new brand presence was generally positively received, and although the Internorga had fewer visitors, German Sinalco's team was quite satisfied with the quantity and especially with the quality of the customer contacts.

drinktec

Preview: Sinalco at drinktec 2009

From 14th to 19th September 2009, Sinalco will be represented at the world beverage and liquid food technology exhibition. Sinalco uses the global industry meet-up to talk with international decision makers and beverage companies in order to find new customers and licensees. Several activities round off the Munich exhibition appearance: Every afternoon,

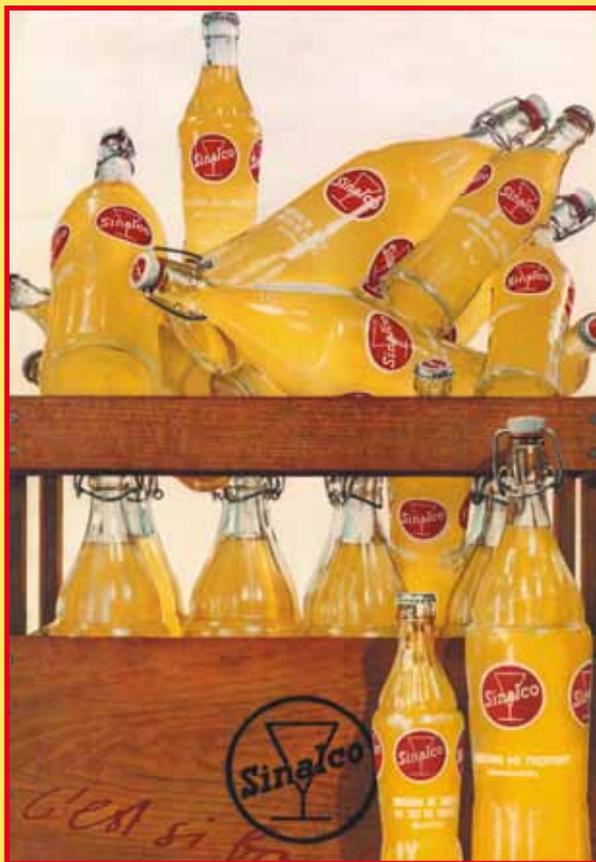
a band will play, starting at 4:00 pm on the Sinalco truck in the atrium between hall A1 and B1. Every drinktec visitor will receive a free Sinalco product at the entrance, and potential customers will be welcomed in the Sinalco lounge at hall B1 near the west entrance.

Go with the flow.



Art Tour 2009

Time travel through the century – together with Sinalco



Sinalco displays historic placards and posters from the last 100 years. Sinalco's brand identity was already exemplary 100 years ago: popular brand name, standard international look, top and strictly monitored product quality, perfect distribution and advertising support. An essential component of the brand's success is the innovative art of advertising posters, at the start still referred to as propaganda, of which Sinalco availed itself quite early on.

In 2009 Sinalco has been experienced from another perspective: at the Museum of Applied Art in Belgrade, Serbia and in Lucerne, Suisse within the international comic festival "Fumetto". This Sinalco Art Tour travelling exhibition originated in Germany at the Duisburg Cubus Kunstthalle in October 2007.

"The history of Sinalco posters" in Belgrade, Serbia

At the Museum of Applied Art in Belgrade, from 22nd January to 5th February 2009, Sinalco Serbia organized an exhibition "The history of Sinalco posters – 100 years".

Some 80 historic posters which were restored, catalogued and placed behind glass come from the Sinalco archive. Visitors of the exhibition had experienced an exciting journey through the history of beverage advertising. As such there are Art Nouveau, Art Deco and Pop Art posters to be found. The exhibition also offers a cross-section through the fashion and taste of each era and shows that these are subject to the changing prevailing tastes which they retrospectively reflect.

The Exhibition was opened by Wolfram Maas, the German Ambassador of Serbia and Michael Doerks, Managing Director of Sinalco Serbia. The exhibition attracted great public and media attention and made positive impression on visitors and media which was confirmed by a significant number of articles in national daily newspapers, magazines and TV broadcasts. The exhibition opening was attended by notables of Belgrade and Serbia which was reported on in the prime time of national TV channel.

"SINALCO PLAKATiv" in Lucerne, Switzerland

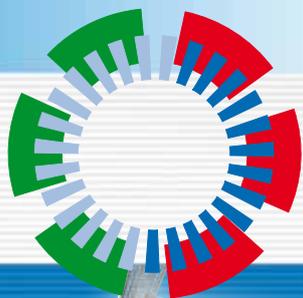
With Fumetto, the 10th international Comix Festival, Ramseier Suisse AG found a suitable platform for exhibiting historical Sinalco posters in Switzerland. The posters were exhibited from 28th March to 5th April 2009 under the name "SINALCO PLAKATiv" as a satellite programme as part of the Comix Festival. In addition, a design contest was held with the motto: „Show your city your Sinalco poster“. 60 art and graphic design students from all over Switzerland sent in their designs. The winner, 20 year old graphic designer Gian Andri Bezzola, who studies industrial design in Zurich was announced on the opening day of the poster exhibit and received a prize of CHF 500. In addition, the winning poster was also displayed on various outdoor advertising spaces.



“Above all, I was inspired by the Sinalco brand’s style and cult status,” said the lucky winner at the award ceremony.

With this contest, Sinalco wanted to promote the creative potential of the advertisers and graphic designers

of tomorrow and present this potential to the general public. The aim of the “SINALCO PLAKATiv” exhibit and the design contest were to convey the image values of the Sinalco brand.



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I feel Slovenia

Partnership conference in Ljubljana 2009



In January Sinalco International GmbH & Co. KG set course for a successful year 2009. Therefore all Sinalco partners from around 50 countries have been invited to a partnership

conference in Ljubljana, Slovenia. The focus of the conference was the exchange of experiences, ideas and opinions as well as information about new technologies, product developments and marketing activities.



Besides the working part of the conference, which included the presentation of POS activities for the current year, partnership conference attendees found time to partake in leisure activities together such as a Slovenian evening or a sightseeing tour through Ljubljana.



Another particular highlight of the conference programme was a visit of the new Sinalco franchisee Dana in Mirna, 50 kilometres from Ljubljana. This high-output, modernly equipped plant has been producing Sinalco drinks for the Slovenian market since July 2008 and has set the ambitious goal for itself of putting the brand with the red dot in every refrigerator in the country.



Mongi Goundi, Managing Director of Sinalco International summed up the conference positively: "Our partners are highly motivated because they see how successfully the Sinalco brand can be marketed worldwide. We will continue to support them in 2009 with a variety of measures which will contribute to continuing the international expansion of the Sinalco brand."



TV Pink becomes yellow with Sinalco



number that consequently led to a SHR jump from 25% to significant 38%, that represents approximately 2 million viewers.

The noticeable presence of the Sinalco brand through a successful product placement and a skilful use of a variety of Sinalco advertising material items implemented in the course of the show, contributes substantially to our brand awareness campaign.

The longterm benefit of the marketing decision is even more enhanced by the fact that the show is being broadcasted in the region and by satellite network all over the world. The effects of the campaign are thus transmitted over the Serbian frontiers.

The successful cooperation with the Pink Television network on the series resulted in a follow-up agreement on Sinalco presence in a two-parts motion picture scheduled to be presented in September of 2009.

Within its recent activities the Serbian Sinalco Team particularly distinguishes the sponsorship of the TV series "Pare ili zivot" („Money or life“) emitted weekly on Pink Television, the television broadcast with the highest viewers ranking in Serbia.

Since the very beginning of broadcasting, in January of 2009, the show marks a continuing rise in viewers

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Sinalco gives football a refreshing kick



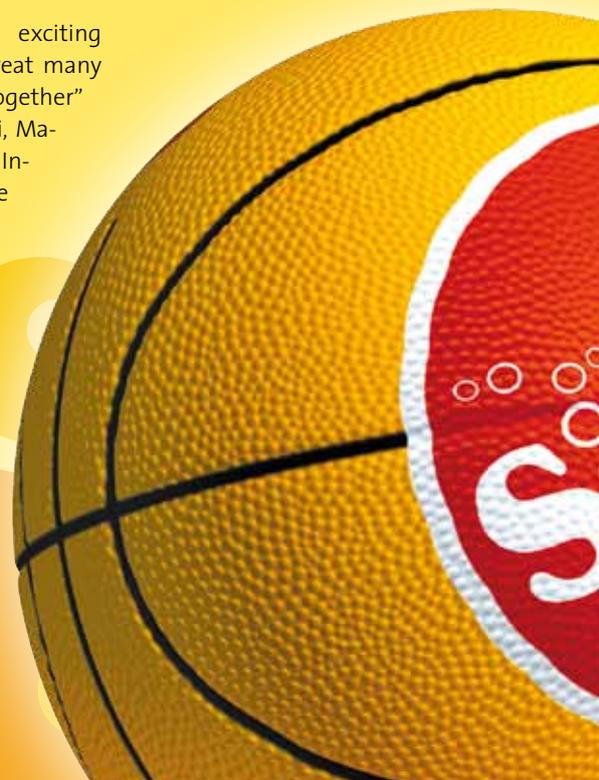
Speed, dynamics and passion are the attributes which characterise the world's favourite sport: football. An integral part and more and more often on the ball: Sinalco. The classic soda, which is increasingly involved in the stadiums of the German Federal Football league can now also be found to a greater extent in certain individual top games of various national teams.

become a real export hit. Fans of German football keep up with their favourite games via satellite in Eastern Europe, in many parts of Asia or the Middle East. "Even in Hassake, in the middle of the Syrian Desert, football fans always get together on Saturdays to join in the excitement with the German Bundesliga Clubs" remarks Mongi Goundi.



"Football is a nice and exciting sport which can bring a great many fans around the world together" according to Mongi Goundi, Managing Director of Sinalco International. "Nowhere else do pleasure and pain lie so close to each other when strangers jubilantly falling into one another's arms. Football is an expression of an attitude toward life and being Sinalco, we are a part of it."

The Bundesliga [German Federal Football League] has

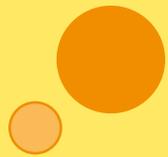


Sinalco scores with international Basketball

Sinalco has been a proud Global Partner of FIBA since 2006 when Sinalco first sponsored the FIBA World Championship in Japan. In 2009 Sinalco sponsors the EuroBasket Women as well as the FIBA Africa Championship for men to be held in Libya in August this year and the EuroBasket Men to be held in September in Poland. At all events Sinalco is present on the advertising boards around the court, on all print material and media backdrops and by supplying towels for all teams during the games.

“Sinalco and basketball have a very good symbiotic relationship,” Mongi Goundi, Managing Director of Sinalco International, is happy to comment. “Through our partnership with FIBA, Sinalco is present at top international tournaments and achieves great visibility thanks to the great worldwide TV marketing.”





Curriculum Vitae

Age: 35

Education:

- commercial apprenticeship
- secondary leaving certificate
- business degree at the University of Berne

Work experience:

3 years in product management at Wernli (Swiss biscuit manufacturer) – since 2004 in marketing at RAMSEIER Suisse AG; initially as a product manager and since 2006 as Head of Marketing



Interview with Mr. Marco Imfeld, Head of Marketing Ramseier Swisse AG for Sinalco World 2009

Switzerland has launched Sinalco Cola

The Sinalco soft drink brand enjoys great popularity in Switzerland just as in the rest of Europe. How is its current standing?

Sinalco has a brand awareness rate in Switzerland of over 90%. This has to do on the one hand with the fact that the brand is very closely tied to Switzerland for historical reasons and that in general, the brand is perceived by the population to be a Swiss brand. In addition, we are practically 100% distributed in retail and thus present almost everywhere.

Since this year, for the first time Sinalco Cola and Sinalco Cola Zero have been available in PET and glass. Why was it absolutely necessary to launch a Sinalco Cola soft drink on the market?

On one hand, currently we can also supply retail stores with Sinalco Cola, which was not possible before, and on the other hand, we see the immense potential of the Sinalco brand with soft drinks outside of the Orange segment, too. In Switzerland, 560 million litres of classic sweet soft drinks are consumed each year; half of that is Cola. This is reason enough to actively work this sub-market too with the Sinalco brand.

For the launch, we were primarily aided by the focus on "the Swiss Cola". "Swissness" and thus the concentration on our own strengths and pro-

ducts are currently quite pronounced and have won us - mainly in the food and beverage industry - much favour compared to the US brands Coca Cola and Pepsi.

What promotional steps were/are being taken to support the product launch of Sinalco Cola and to raise brand awareness of the family brand Sinalco in 2009?

In terms of communications, we pushed the launch in the first quarter with a significant presence in the food and beverage industry and POS (at places where food and drinks are served) with advertising materials such as glasses, table displays and scratch cards (drawing for a Sinalco Vespa).

Sinalco Cola is incorporated into Sinalco's family brand communication. This brand communication focuses most of all on the communicative "Beachlife" plugs. As such, in summer, we'll be present at 8 locations throughout Switzerland with the 2009 beach tour. This is an event presence which has to do with beach volleyball, while mainly accentuating the lifestyle character. So, we'll be present on location at these competitions with a specially created beach lounge. This tour will also be accompanied with classic means of communication in the national commuter newspaper 20 Minutes, in regional print titles and on regional radio and TV stations.

How have consumers and retailers responded to Sinalco Cola?

80% of our food and beverage industry customers were switched over to Sinalco Cola, in-

cluding a couple major properties such as the Stade de Suisse in Berne (football stadium) and the St. Jakobshalle in Basel. Furthermore, a great many new customers were able to be won - both in the food service industry and in retail.

Without exception, we have received very positive feedback from consumers on our Cola version including in the taste test vs. Coca Cola. Naturally, it is still unusual that Sinalco now also has a Cola beverage on the Swiss market; for this reason, on first contact, consumers still have the feeling that Sinalco Cola is a mixed Cola-Orange drink. This is understandable, however, since Swiss consumers had been told for more than 50 years that Sinalco is Orange. This will likely not be able to be changed so quickly in the next few months.

Are you planning to launch additional Sinalco products on the Swiss market?

As part of a larger market test, Sinalco Ice Tea was launched in 50 cl PET bottles in May; the initial reactions are quite positive. Additional products are in the evaluation stage; a larger launch is not planned for the rest of this year, however.

SINALCO Cola
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Neu ab 1.1.2009

- Die Cola mit dem typischen Cola-Geschmack
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- mit natürlichen Pflanzen- und Kolanussextrakten

Thanks for 42 years working for the red dot

Interview with Mrs. Ingrid Dannhäuser, Manager Export Office



Mrs. Dannhäuser, you started working at Sinalco on 1st August 1967. How did you end up working at Sinalco at 16? Could you have imagined starting your training at another company back then?

At that time in Detmold there were only 2 companies with international business relationships who trained industrial clerks. It worked out right away with my first application, i.e. to Sinalco AG.

You started training to be an industrial clerk at Sinalco. What other duties did you perform at Sinalco?

During the training, we went through all of the departments in the company. That meant, for industrial clerks, that they have to know all the production processes but also inspect or sort bottles in the bottling area, organise loading of goods and even load them themselves. It was also expected that trainees continue their education in addition to the ac-

tual training, whether it languages or other specialised knowledge. For today's computer generation, it is surely hard to imagine what it means to type out text-intensive export invoices with approx. 12 copies (i.e. with carbon paper) without mistakes, on mechanical typewriters. Generally, you would make mistakes in the last few lines and the whole stack would then slip out of the typewriter when erasing. After my traineeship, I started in data processing and then over the course of next few years I worked in the business department/cost accounting, in purchasing and then went on to head insurance, switching to export in 1994.

In 42 years, you work with quite a number of employees. How many directors did you meet during your time?

In the 70s and 80s, at times there were 3 chairpersons for the different parts of the company. All together, I must have met 8 or 9 chairpersons/directors.

You also worked for the headquarters at the time in Switzerland. What did you do there?

In the main administrations in Fribourg and then Rheinfelden, the chief operators met in regular rotations, in order to discuss new programmes and improving the old ones and to exchange their experiences. A data processing programme written for a Swiss company logically had to be completely changed for use in Germany. Since I was the only one there from "way up north", I did have trouble sometimes understanding my Swiss colleagues speaking the Bernese dialect. At times it was easier to speak French with them. It also happened that I stood in for sick colleagues in Rheinfelden, since only chief operators with the master passwords were allowed to work and had access to all the programmes.

Since 1st May 1994 you've been head of exports in office at Sinalco. What did you find particularly fun in this position?

Can work be fun? I don't know, there were many times with great potential for fun, e.g. when our former partner in Yemen called us every afternoon around 4:00 pm with his cheeks full of quaat, appropriately blurry, depending on how much quaat he'd had, and want to exchange ideas about this and that with "Dannhausen". Or when a sheik's brothers in Saudi Arabia were looking for him, we didn't reveal to them that he was staying in Amsterdam in order to procure "stimuli" (in coffee shops) for his new drink developments. Or when, in the middle of the night, together we had to see to the alcohol supplies for our Icelandic friends so that they could be transported somewhat peaceably.



In 1997, Sinalco was sold and the move was made from the former headquarter in Detmold to the new headquarter here in Duisburg. Was it difficult to start business at the new headquarter?

It was to some extent like if some “exotic people” would move to the “wild west” now. That was sort of the way we must have seemed to the Hövelmann people, too. There are some there that speak in English almost all the time and move through the halls sometimes with somewhat odd looking forms. We must have been really successful in taking up business operations here in Duisburg since some of our partners didn’t notice until years later that we no longer operated from Detmold.

When you look back to your time at Sinalco, what will you miss and/or what will you remember?

Of course I’ll miss the good and friendly collaboration with my Sinalco colleagues but also with the other Hövelmann employees. There are many things I’ll remember, especially getting to know foreign cultures, even if



this sometimes caused my hair to turn grey.

One of your major hobbies is travel, but you were also able to visit many partners and countries on business. What have you taken away from your travels? Are there still any countries where you haven’t been yet?

You should only judge countries, people and cultures if you have experienced them in their own surroundings. Showing tolerance and patience, which was not always easy for me. I’d still like to travel to many more countries, although over the last few years I’ve come to the conclusion that Germany is one of the loveliest.

After 42 years, retiring is not always an easy thing to do. How will you enjoy your retirement, what will you do?

I’ll go back into the municipal politics of Detmold and join the Detmold Foundation in an unsalaried capacity and work with their volunteer agency which helps the elderly as well as children and youths to cope with their day to day lives. My little town is looking for a new mayor in 2 years, yet at the moment, I’m still pretending not to hear this.

We wish you all the best for your well-deserved retirement. We’ll miss you!



Sinalco conquers Greece

New Beer Brewery in Rhodes opens up additional avenues for Sinalco.



New Sinalco Production Facility in Kos for PET Non-Returnable Bottles

In addition to bag-in-box production of Sinalco soft drinks in Rhodes, Georgos Mavrikos & Co. is now also investing in the bottling of PET non-returnable bottles. Starting in December 2009, besides the standard range made up of Sinalco Cola, Orange, Lemon and Zitres, the products Tonic Water, Bitter Lemon, Iced Tea and the energy drink energi-s will also be bottled in PET non-returnable bottles in 0.33l, 0.5l and 1.5l formats. The 2l PET non-returnable bottle is planned as a promotional bottle. Additional Sinalco products are in the planning stages.

The Greek Sinalco franchise partner Georgos Mavrikos & Co. is expanding its range of services toward beer bottling in 2009. In order to expand its portfolio accordingly, the company invested in the construction of a new factory in Rhodes which is set to be commissioned at the end of this year.

German Bitburger Braugruppe GmbH company's Bitburger Premium Beer, König Pils and Licher Lager in Greece. Bitburger beer will initially be available in 0.33 l and 0.5 l glass bottles." In addition, there is a cooperative venture in place between the Bavarian-headquartered Ankerbräu Nördlingen GmbH & CO. KG to bottle and sell Bavaria bag-in-box beer on the Greek market. This expansion opens up new production and sales avenues for Sinalco.

According to the owner Georgos Mavrikos: "Starting in December, we will be operating as the exclusive contract bottler for production of the

In order to make Greek consumers aware of the fact that Sinalco soft drinks will soon also be available for them to purchase in retail stores and petrol stations to enjoy them at home, the launch of the PET non-returnable bottles will be promoted by the new Sinalco International TV commercial which will be broadcasted via Greek screens during the half-times of the EuroBasket 2009.

Sinalco rides the train





New activities from Sinalco Serbia

Winning Game in Serbia

At the beginning of 2009, Sinalco Serbia organized a prize winning game for the time period of 6 weeks from 26th January till 09th March 2009.

This winning game was a part of the strategy of annual marketing plan.

The aim of the winning game was to draw consumer's attention to Sinalco products and to actively involve them.

Therefore consumers needed to send in five caps of any Sinalco product. The prize winning game was advertised at the point of sale with neck hangers, posters, wobblers and top signs. Furthermore, it was supported by a radio campaign on 22 radio stations (4 national and 18 local stations). In addition, the campaign was promoted with two mobile billboard trucks which toured through whole Serbia.

The attention was drawn by prizes

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PET ZA SMEH!**
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100 X SINALCO MAJICA

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Stations, 20 iPod Touch and 100 Sinalco T-shirts. All winners were announced in the newspaper. Michael Doerks, General Manager Sinalco Serbia: "In one word, the prize winning game was a

benefit for the Sinalco brand and an improvement of the sales in the low season."

Since mid-July 2009, a passenger train, completely painted in the Sinalco look, is travelling throughout Slovenia. The regular line belonging to Slovenian Railways, which carries up to 100 passengers, runs from the city of "Koper," located in the southwest, through the capital, Ljubljana in the north-eastern part of the country to "Maribor" and back.

On this route which lasts some 2 hours, the "Sinalco train" in the true sense of the word travels right across the country and thus represents the Sinalco brand in the entire country.

Following a successful test phase, this sponsorship campaign is likely to be expanded to other regular Slovenian Railways lines.





Sinalco International breaks new ground with the actual TV spot for 2009

Get in touch with the novel TV-spot and brand label for Sinalco International



The current TV spot aims to rejuvenate the company's brand presence and effectively addresses the young target group with a suitably upbeat air.

Last year already, the cornerstone of the new campaign was laid with a re-launch of the Sinalco range. In addition to developing a new bottle format, bubbles and waves were worked into the label design for the first time ever. The familiar Sinalco brand logo was also transformed into a 3D logo.

In order to highlight the new product outfit, a special attention-grabbing campaign style was developed which takes outlines of people to whom the target group has an affinity and fills them in with the characteristic new label design, just as if the consumers were diving into the world of Sinalco.

The four new campaign motifs entice with the use of Sinalco's characteristic signature colours red and yellow. This ensured the creation of an authentic

campaign with great attention-grabbing potential and a unique selling point.

The next logical step was to produce a 30 second TV spot which takes up the different motifs of the poster campaign and links them to each other. The TV spot was first filmed with real actors in the studio and then superimposed with the new bubble



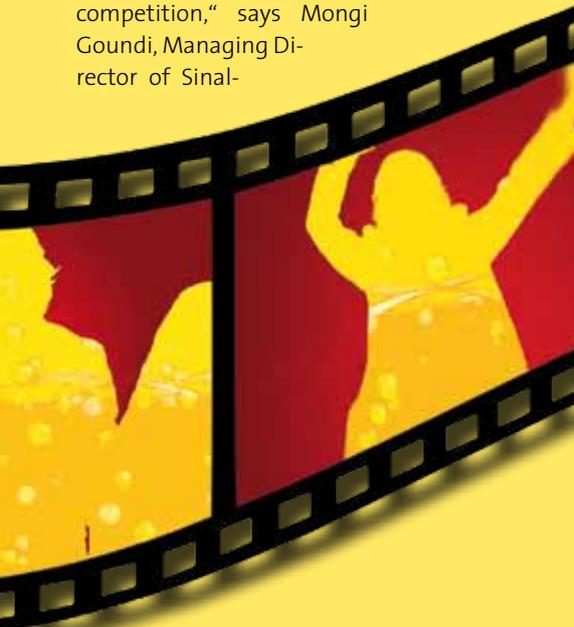
design. As such, all movement sequences appear natural and you don't get the impression of pure computer animation. "We have consciously broken new ground in producing the new TV spot," reports Mario Mais, Marketing Consulting Manager at Sinalco International. "The young target groups want to be addressed in an innovative way and we managed to do this extremely well."

A new musical score was composed specifically for the TV spot; it is based on the international music taste of the target group. The music is the driving force in the spot and gives it its momentum and thus additional recognition value.

The German word "schmeckt" i.e. tastes good, which is used as a claim around the world, continues to be a central feature of the campaign. "We want to express internationally that Sinalco is a German brand and thus distinguish ourselves from our competition," says Mongi Goundi, Managing Director of Sinal-

co International. "German products and services enjoy a good reputation around the world. It is therefore necessary, particularly in times of crisis, to stand by your quality and origin."

Completed in May 2009, the TV spot has already been broadcasted at stations like MTV Adria and Melody Hits in the Middle East.



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New impulses for the German Sinalco

The Sinalco brand is supported in Germany in 2009 by a multi-stage marketing offensive. The activities encompass the entire brand identity. They range from a label re-launch to TV advertising, a sales-increasing loyalty promotion and a cooperative media venture with Bravo to an online campaign. The aim is here to increase the brand recognition and currentness of Sinalco, mainly in the target group of teens to young adults.



TV advertising achieves 500 million contacts

After abstaining from television for a long time, since the end of March 2009, the Sinalco brand has once again been running during the commercial breaks of German private stations with the headline "Erlebe es" (Experience/Live it). Through this medium, the young target group especially can be efficiently reached throughout Germany without failing to address heads of households. By advertising on far-reaching stations which specifically targeting the target group – such as Pro 7, RTL, RTL II, Sat 1, Vox, Comedy Central, MTV and Viva - over 500 million contacts are generated this year. The selection of broadcasting environments is based on the preferences of spectators under thirty.

"Jagdfieber" (hunting fever) promotion rewards brand loyalty

A national collection promotion with the title "Jagdfieber" (hunting fever) will give sales incentives for the German Sinalco company until the end of July 2009. Consumers are being called on to collect cap pictures, found in the caps of the Sinalco 1.0 litre PET deposit bottles. Those who send in the pictures can win summery prizes including, among others, air mattresses, sunshades and beach chairs in exclusive Sinalco design. Participants are automatically entered to win one of three attractive trips.

Each of the three lucky winners will experience unforgettable moments with his or her three best friends on the party island of Ibiza.

The hunting fever promotion is being announced through information on the Sinalco labels, ceiling danglers at POS, via the Sinalco website and through inserts in the TV spot.

New labels: more modern, more dynamic, more informative

Since the beginning of March, Sinalco products have been released on the market in all container varieties with a more youthful outfit, which at the same time facilitates consumer information. The Sinalco brand logo, which now detaches itself three-dimensionally from the background, remains a central feature of the labels. Right underneath, the flavour is strikingly illustrated in order to achieve optimal differentiation between varieties under the Sinalco family brand. Thanks to the clear emphasis on the product's advantage "with natural mineral water" on the front of the labels, it becomes clear, even without looking at the list of ingredients, that Sinalco is not produced with simple tap water. The side part of the label is utilised to bring to the fore additional advantages of Sinalco soft drinks as they specifically relate to the different varieties. Supplementing the contents and nutritional table, consumers are now informed of how many calories and how much sugar, fat, saturated fatty acids and sodium the soft drink contains through an easy to read GDA (guideline daily amount) marking. In addition, the percentage of the recommended daily intake met by one serving is also indicated. The calorie content information is also found on the front side.





Online campaign puts Sinalco on the net

The Sinalco brand's Internet presence will be strengthened in 2009 with a German online campaign on target group-specific websites. Bravo.de, the most popular German website with young people, and the Web 2.0 platforms "Schüler VZ" (for pupils) and "Studi VZ" (for students) are being utilised with different forms of online advertising. These sites are linked to the redesigned Sinalco.de brand presence.



Hollywood-bound with Sinalco and Bravo

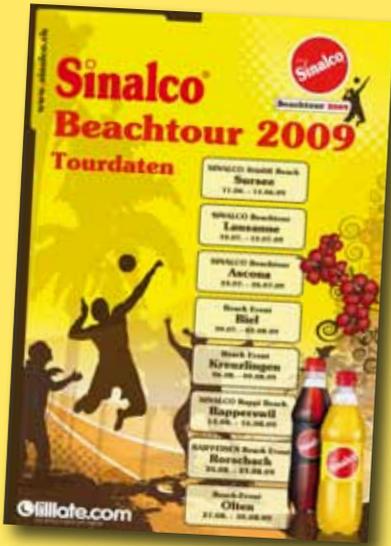
Live like a star in Hollywood for a week. This dream will become a reality for four girls. With the title, "Mission Famous", the German company Sinalco has put together a cross-media package together with Bravo, the market leader in the youth market. The promotion will be carried out in several stages from Spring until Fall 2009. It takes advantage of the attractiveness of castings in the young

target group and will be disseminated via TV, print, Internet and free cards. The candidates apply on the Internet where they are subject to an initial vote by users. The girls with the biggest star potential are then invited to castings in four major German cities. A jury will select the winners who will then slip into the role of a star in Los Angeles, California.





Sinalco Beach Campaign for Switzerland



On tour with the Sinalco beach lounge: Cool lifestyle, hot rhythms and tanned bodies! Not at Copacabana, but rather on the 2009 Sinalco Beach Tour

Who doesn't love the relaxed feeling that comes with being at the beach? Cold drinks and hot rhythms in the Sinalco Beach Lounge, tan and toned bodies on the playing field – that is the 2009 Sinalco Beach Tour. The mood meter will be on high in 8 locations in Switzerland from June to August as soon as the ball is hit over the net for the first time.

Beach volleyball doesn't only

represent a happy go lucky attitude towards life but rather at the same time offers athletic action at the highest level. People were able to experience this up close at the first stop on the 2009 Sinalco Beach Tour in Sursee. Thousands of guests stormed into the 10 year anniversary of the Sinalco Städtli Beach in the old town of Sursee and experienced the finest sort of beach volleyball. The visitors partied in the Sinalco Beach Lounge with refreshing drinks and cool beach tunes well into the night. The other 7 stops on the Beach Tour also had a large audience.

All you need is offered on the Sinalco Beach Tour, so that this summer turns into a real highlight. And for all who can't get enough of summer, sun and sand, Sinalco is raffling off a dream trip and many other exciting prizes on the Tour.

Sinconada – the refreshing lifestyle also in PET

Sinconada now also in PET one-way bottles

The German company Sinalco is noting good progress in terms of establishing brand awareness, distribution and consumer acceptance for its organic soft drink Sinconada in the year of its launch. Starting immediately, a new product format will open up new sales channels and incentives for consumption, thus giving the brand additional impetus.

Both Sinconada varieties, elder cranberry and lichee, will now also be supplied in 0.5 litre PET non-returnable bottles with twist caps. A film, colour-coordinated with the particular labels and imprinted with the characteristic Sinconada design, holds the deposit longneck bottles together in the handy six pack. Three 6 packs each are placed on an 18 pack tray with five trays being delivered on a Chep pallet. The price for a six pack will be around 5.99 Euros in classic food retail stores.

In the area of non-alcoholic drinks, one-way PET bottles are attractive for the consumer and in increasing demand for organic soft drinks, too. Thanks to the larger capacity, re-closeability and easy, safe handling, they are especially suited for consumption situations associated with mobility and activity. For this reason, in addition to classic food stores and speciality drink markets, the “on the go” segment in particular is among the most promising avenues for Sinconada in PET. Refreshment at work or in schools, the diverse leisure market as well as petrol stations and other convenience shops offer interesting potential for growth.



**100%
PURE TASTE**

**with Sinetta
in Macedonia**

– the new fruit juice drink by Sinalco

In June, Sinalco will launch the non-carbonated fruit juice drink Sinetta on the Macedonian market.



Grand opening in Macedonia: George Ivanov, President in Macedonia and Mitko Jancev, Managing Director of Kuzuvcanka

It's time – starting in June, there's a new fruity-fresh thirst quencher from Sinalco. With the "Sinetta" product line, the globally active soft drink manufacturer Sinalco International GmbH & Co. KG will also be servicing the fruit juice segment.

Sinetta is a non-carbonated fruit juice drink which, with just ten percent fruit juice, offers an unrivalled competitive advantage: rich in vitamin C with an intense fruit taste, it evokes a full mouth feeling which otherwise only comes up with a 100% juice. This product benefit is succinct-

ly accentuated and conveyed to the public through the slogan "100% pure taste".

Sinetta is available on the Macedonian market in the four fruit varieties "orange", "apple", "peach" and "strawberry". The coloured caps, the large variety illustrations on the label and the little transparent narrow-necked bottles not only promote recognition value but also give consumers a great deal of product transparency – just like the motto, "what's on it is in it too." The modern design of the packaging picks up the product's po-

sitioning in terms of taste and quality and, with the 3D logo, creates a clear brand affiliation to the umbrella brand Sinalco.

This non-carbonated fruit juice drink will be sold for on the go in handy 0.25l disposable cans as well as 0.5l and 1.5l disposable PET bottles via conventional stores, petrol stations and kiosks.

With the expansion of its product portfolio with Sinetta, Sinalco aims to develop new target groups and expand its core business.





**100%
PURE TASTE**



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100% pure taste

sinetta apple
100% pure taste

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Sinalco Bosnia:

Winning game, 'Pij Sinalco i osvoji' from Sinalco Bosnia ("Drink Sinalco and win")

In meaning of an improvement of market position, Sinalco Bosnia implemented a winning game which is called, 'Pij Sinalco i osvoji' ("Drink Sinalco and win"). The winning game took place from June to September 2009 on B&H territory. For participation, the people had to hand in an unique winning code that was under each label of the 0,33l and 2,0l products Sinalco Cola, Sinalco Orange, Sinalco Fresco and Sinalco Rosso. Sinalco Bosnia drew each day five cellular phones (Sony Ericsson J120i and Sony Ericsson K850i) to lucky winners.

The winning game has been monitoring by advertising campaigns in the form of billboards, city's lights, radio commercials as well as printing notices in daily newspapers.

Sponsoring Sinalco Bosnia

Sinalco Bosnia sponsored refreshing drinks for the "KIDS Fest" which took place in June 2009 in Sarajevo.



Sinalco Serbia:

Sinalco Serbia sponsors the new TV spot from Natasa Bekvalac

The hit song title "300 stepeni" by Nataša Bekvalac captured the attention of the younger generation immediately upon release, thus proving the sponsorship of its musical spot through product placement, a successful and wise marketing move.



Sinalco Slovenia:

The market in Slovenia is small and highly competitive

Sinalco is a brand greatly invested in establishing a market position and good reputation. This requires a great deal of marketing effort, so Sinalco Slovenia has decided to take on new marketing challenges in the upcoming season. The prize draw ending at the beginning of August is advertised using the latest tools in market communication: Mobile, Bluetooth and SMS marketing.

The mobile portal is intended for online mobile marketing, meaning that users can view the Sinalco website on their mobile phones (<http://m.sinalco.si>). SMS marketing was used to invite users to participate in the prize draw, while Bluetooth marketing was used at street basketball tournaments, where mobile phone users were invited to switch their Bluetooth signal on, in order to receive a message from Sinalco. In this way, Sinalco Slovenia was able to create a database of 600 fans of Sinalco drinks within a month. Obviously the prize draw was also marketed using classic advertising tools. The company focused mainly on Internet advertising, leaflets in shops and advertising at events we sponsor. In a month, the Sinalco ad was viewed by over 6 million Internet users and the Sinalco website with the prize draw was visited by over 7 thousand users.

Sinalco beverages were represented at the school basketball league and the Dana cycling marathon.

Sinalco was also the official drink at the six tournaments of the Samsung national championship in street basketball with 136 teams taking part.

The winners are going to Moscow, sponsored by Sinalco.

The Sinalco basketball court was a new addition to the street basketball tournaments, where visitors could compete to win a Sinalco basketball.

Despite the current uncertain conditions and economic crisis, we plan to carry on with the activities that will ensure continued growth of our market share and competitive advantage.

Degustation Sinalco Slovenia

In the current year, Sinalco Slovenia is continuing its in-store promotions in order to bring the drinks closer to the consumers. This way Sinalco Slovenia receives a lot of feedback. The company has noticed that consumers are becoming increasingly focused on healthy and functional beverages, water and premium products. This is a significant factor contributing to the slow growth of the quantitative and value market shares of Sinalco in the retail sector.



Sinalco

Glavna nagrada:
SKUTER

**Reci Adijo žeja!
in zadeni skuter!**

Sodeluj v Sinalco nagradni igri in zadeni skuter ali druge privlačne nagrade.

Pošlji SMS s ključno besedo "SINALCO" in kodo. Kodo sestaviš iz številke na zunanji strani zamaška ali na vrhu plastenke in številke pod zamaškom (npr. 8617+29), kodo prepíšeš v SMS in skupaj s ključno besedo pošlješ na 3636. Za potrditev sodelovanja boš prejel(a) povratni SMS. V nagradni igri lahko sodeluješ tudi s prijavo na www.sinalco.si. Na mobilnem portalu <http://m.sinalco.si> pa si lahko, poleg prijave za sodelovanje v nagradni igri, brezplačno naložiš številne zanimive vsebine.

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Mehr zum Thema Umweltschutz, unseren aktuellen Nachhaltigkeitsbericht sowie alle Infos zur Getränkedose finden Sie unter: www.ball-europe.de

