



NEWS RELEASE
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Technology crucial to Barbados Bottling Company's success

AN INVESTMENT OF OVER \$10 MILLION has positioned the Barbados Bottling Company (BBC) as one of the most technologically advanced bottlers in the region.

Over the past six years, the Newton-based company which employs over 70 Barbadians, has continually upgraded its production plant through investment in "state of the art" equipment utilizing only the most modern "cutting edge" technology.

Through this process the BBC has been able to position itself as a flexible, efficient manufacturing and packaging plant. The current production line is equipped to package a wide variety of beverage types ranging from Carbonated Soft Drinks such as the very popular range of FRUTEE flavours, to non carbonated beverages such as Natural Sport and Dasani Purified Waters and Powerade Sports Beverages in a variety of conveniently sized packages.

The more recent investments in PET (polyethylene terephthalate) bottle blowing technology, Volumetric filling, package inspection and Flash Pasteurization equipment has enabled BBC to continue its streak of innovations and to record a first in the region - being the first company anywhere in the Caribbean to successfully package beer in the convenient, go anywhere PET bottle.

General Manager **William Haslett** noted, "The launch of Banks Beer in the PET package has been the culmination of over four years of research and development involving local and international business partners."

The PET package for Banks Beer incorporates the latest technical developments. Barrier technology is embedded in the closure and within the resin from which the bottle is made. He continued, "Oxygen and ultra violet radiation from sunlight are very destructive to beer. This barrier technology ensures that the carbon dioxide is retained within the beer and that oxygen as well as sunlight are kept out."

Mr. Haslett added, "As a relatively small company, it is crucial that we continue to invest in 'cutting edge technology.' This will allow us to continuously improve our operating efficiencies and yields so as to remain competitive in an increasingly liberalised and open market."

The multi-award winning company has also installed a computerised and automated spare parts storage and retrieval system. Operations Manager **Wayne Barker** explained: “The Remstar Spare Parts storage system gives us greater control over the storage and dissemination of spare parts. It is also able to generate reports on stock levels when requested.”

He added, “To ensure that we can meet the increased demand that these new beverage types place on our production line, we’ve also invested in a new stretch blow moulder which is 50% faster than the previous one and can produce 19,200 bottles an hour.”



BBC General Manager William Haslett



BBC's Operations Manager Wayne Barker



The Barbados Bottling Company has invested over \$10 million in technology to ensure that it is poised to face the challenges of the future.



BBC's state of the art production line is equipped to package a wide variety of beverage types ranging from carbonated soft drinks to non-carbonated beverages and beer.



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