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Cmi Industries SpA

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Versatility and Reliability:

Our Strategic Partnership with CMI to face the Challenges of the Cosmetic Market

The Market Transformation and Our Need to Evolve

As Head of Industrialization and Quality at La Cosmetica, the only production company within Gruppo La Bottega, I have witnessed firsthand the profound transformation that has swept through our reference sector: hotel supplies. Adapting to this change was not merely an option, but a strategic necessity in order to continue serving our clients at the highest level clients that include the world's largest luxury hotel chains. The market has undergone an epochal evolution, driven by growing environmental awareness: a decisive shift away from traditional single-dose bottles in favor of large-format refillable dispensers, typically 300 ml. This transition, seemingly straightforward, has had a radical impact on our operations. As a result, we found ourselves needing to completely rethink our filling and packaging process. It was no longer a matter of managing small batches of mini-sizes, but



of industrializing the production of larger formats, while ensuring efficiency, quality, and speed. This led us to a critical turning point: finding a technology partner who understood that our challenge was not just about hardware, but about the need to integrate strategic versatility directly into the heart of our production.

The Challenge: finding a Partner for Versatility and Performance

Our challenge was not simply to purchase a machine, but to find a technology partner capable of supporting a business model that had become far more agile and dynamic. Specifically, our model is based on serving luxury sector clients who require high levels of product customization in smaller, faster batches not lines of 10,000–15,000 pieces per hour. Such a model is impossible to sustain without a line designed for rapid and repeatable format changeovers

When we approached CMI, we presented a series of clear and ambitious objectives for the new investment:

- **· Complete and Integrated Line:**

We needed a turnkey solution capable of managing the entire cycle: from bottle filling to the application of dispensing pumps or dispensers, labeling, and through to the cartoning of the finished product.

- **Superior Productivity:**

The goal was to achieve a production capacity significantly higher than that of the machines we already had in use, in order to sustain the growing demand for the new formats.

- **Extreme Versatility:**

From the outset, we required the ability to handle five different bottle and cap formats, characterized by highly complex and varying geometries, ranging from a cylindrical bottle to a container with a distinctive "**lateral fin**" A critical level of versatility the true "gamble" of the entire project.

We turned to CMI because they were already a trusted supplier of ours, having one of their machines in-house for handling 5-liter containers. We knew their reliability and contacted them for this new project, which was decidedly more complex and strategic.



The CMI Solution: from Design to Commissioning

The success of an industrialization project of this complexity depends as much on the technology as on the quality of collaboration with the supplier. The real challenge was not only to build a versatile machine, but to design it to handle five geometrically different formats and integrate it from the outset into an Industry 4.0 framework.

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Everything worked as planned, confirming the soundness of the choice we had made. However, the true test of an investment of this magnitude is its performance in day-to-day operations, where efficiency and reliability truly make the difference.



The Results: Exceeding Expectations in Daily Operations

Today, the CMI line has become a cornerstone of our production strategy. The investment has not only met the initial requirements, but has exceeded our expectations in several key areas, proving itself to be an asset of immeasurable value.

- **Fast and Simple Format Changeovers:** In a production environment like ours, where format changeovers can occur up to three times a day, the simplicity and speed of this operation are crucial. From an industrialization standpoint, this is pure efficiency. From a quality standpoint, it means less downtime and greater control. Our technicians learned to manage the line in very little time and, most importantly, have never complained about difficulties or complexity — an unmistakable indicator of excellent design.
- **Unmatched Reliability and Support:** This is perhaps the most extraordinary finding and, to be frank, the one that has surprised me the most: to date, we have never had to contact your technical office to report a problem. For a company, being able to rely on a machine that operates continuously without requiring external intervention represents an enormous operational and economic advantage.
- **Consistent Quality with Complex Products:** We package a wide range of cosmetic products, from the most liquid to the densest or foam-based ones. Managing such varying viscosities is a well-known "bottleneck" in our sector.
- The CMI line handles these variables excellently, ensuring precise filling and consistent quality. Furthermore, we successfully make use of the **ULTRA CLEANING ELECTRONIC SYSTEM** washing system applied to our **LOGYKA 6 filler** — dedicated to production sectors with particular hygiene requirements, it is adaptable to any liquid, reducing our cleaning costs and times with clear economic benefits — integrated during product changeovers, ensuring maximum hygiene and efficiency.
- **A Forward-Looking "Industry 4.0" Investment:** The project has been a successful implementation according to Industry 4.0 paradigms. CMI's support for system interconnection has allowed us to significantly improve batch traceability. This is not merely a technical feature, but a critical component in ensuring product safety and quality for our luxury hotel sector clients, for whom brand integrity is of paramount importance.

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A Partnership Built on Trust and Concrete Results

The experience with CMI has gone far beyond the simple supply of a packaging line. We have found a reliable partner who understood our strategic challenges and provided us with a technological solution that today is a true company asset. The proven reliability and extreme versatility of the CMI line are the direct and tangible response to the strategic challenge posed by the market transition. This has allowed us to transform a potential operational vulnerability into a competitive advantage. We are completely satisfied, both with the technology and with the human and professional relationship we have established.



Our trust in CMI is such that I have already shared my extremely positive experience with other companies in our sector feedback that stems from concrete, measurable results achieved in the field every single day.

