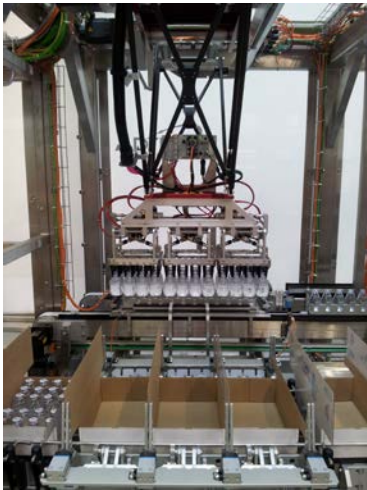


## FOR IMMEDIATE RELEASE

For additional information, please contact:  
Dominique Bouchet, *Marketing Leader*  
dbouchet@synerlink.com

1 rue de la Boulaye t. +33 (0) 1 30 15 29 30  
95650 Puisseux-Pontoise f. +33 (0) 1 30 71 30 40  
France [synerlink.com](http://synerlink.com)

# Synerlink showcases packaging innovation at Pack Expo 2016



PARIS — Sept. 12, 2016 – When one of the world's leading bottled water brands was ready for a premium packaging solution for their new premium product, they wanted a company that wasn't all wet when it comes to innovation.

They turned to [Synerlink](http://Synerlink), a [BW Packaging Solutions](http://BW Packaging Solutions) company, and their Aprium brand.

Bottled water giant Evian had a concept for a new type of water bottle, called “Pure Drop” or “La Goutte.” The 200 ml bottle -- meant for people on the go, like bicyclists or runners-- is the shape of a droplet and does not have a cap, so it is easily recyclable after use.

“Our marketing team wanted to emphasize the purity of ‘La Goutte’, and Aprium knew exactly how to translate this concept into a manufacturing solution that met our requirements,” said Christophe Bernard, Evian Industrial Project Manager.

Synerlink is one of a number of [Barry-Wehmiller](http://Barry-Wehmiller) companies represented in BW Packaging Solutions. Through their collective capabilities, these companies can provide a single piece of equipment to fully-integrated, tailor-made packaging line solutions for a wide range of industries, including: food and beverage, personal care, container manufacturing, pharmaceutical and medical devices, household products, paper products and textiles, industrial and automotive, and converting, printing and publishing.

The unique peel-off lid with label and the design of the Pure Drop bottle presented Synerlink with a unique manufacturing challenge. However, the Aprium system was able to meet all of Evian’s needs, including orientation of the bottles so that labels are placed onto the lids in perfect alignment with the tabs and a shuttle system where the bottles never touch one another -- preventing friction, scratching, and denting until they are meticulously packed into cases, facing the right direction.

Additionally, the Aprium system is incredibly user-friendly. It’s quiet, offers an on-screen display that can easily pinpoint line issues, provides automatic change-over, full-line automatic emptying, a buffering table, step-by-step continuous operation and an integrated palletizer.

“It’s a pleasure to work with this kind of equipment,” said Roger Burnet, an Evian Machine Operator. “It’s a joy.”

“We had high expectations for this Aprium machine, since it is a top-of-the-line product and it definitely lived up to them,” Bernard reiterated.

“This is what BW Packaging Solutions companies do,” said John Koke, Synerlink U.S. general manager. “When our customers have a packaging challenge, we can solve it. And aligned with the collective capabilities of the larger Barry-Wehmiller network, there isn’t a challenge we can’t meet.”

BW Packaging Solutions encompasses a number of Barry-Wehmiller businesses – Accraply, BW Container Systems, Design Group, Hayssen Flexible Systems, Paper Converting Machine Company, Pneumatic Scale Angelus, Synerlink and Thiele Technologies. At booth S-2100 at Pack Expo, Nov. 6-9 in Chicago, Ill., BW Packaging Solutions will host a “Packaging Challenge” forum and special appearances by Barry-Wehmiller CEO Bob Chapman, who recently released his book, [Everybody Matters: The Extraordinary Power of Caring For Your People Like Family](http://Everybody Matters: The Extraordinary Power of Caring For Your People Like Family). For a detailed schedule of events, go to [bwpackagingsolutions.com](http://bwpackagingsolutions.com).

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### ABOUT SYNERLINK

Part of Barry-Wehmiller's Packaging Solutions group, Synerlink designs, manufactures and integrates complete ultra-clean packaging lines for spoonable and spreadable dairy products, as well as fruit-based desserts. The global approach proposed by Synerlink (packaging design, project management, complete line testing) enables the company to ensure maximum performance warranty to its customers. Today, Synerlink provides the engineering of complete packaging lines through a broad range of packaging solutions, such as Arcil and Diniiper form-fill-seal lines, Dairy Pack form-fill-seal and fill-seal machines (preformed cups), Dosil filling/dosing modules, and Aprium robotic solutions for end-of-lines, such as collating and overwrapping, picking, crating and palletizing. For more, go to [synerlink.com](http://synerlink.com).

Synerlink was launched by Arcil in 2009 to meet customers' growing need for integrated packaging solutions. Synerlink manages the creation of complete lines, from project management, through automation services, line testing and shipment. For more information, go to [synerlink.com](http://synerlink.com).

### ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$2+ billion organization with 11,000-plus team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company's transformation in his new book, [\*Everybody Matters: The Extraordinary Power of Caring for Your People Like Family\*](#). To learn more, go to [barrywehmiller.com](http://barrywehmiller.com).