

ASEVI



- **SECTOR: DETERGENTS**
ASEVI HOME BRANDS
Xàbia (Alicante), Spain
www.asevicompany.com
- Enoberg HEVF Monoblock for filling and capping



VIDEO



GEO LOCATION

PEOPLE FIRST

FROM 1952 TO TODAY, THANKS TO AN EXPERIENCE OF OVER 70 YEARS, ASEVI HAS NEVER STOPPED INNOVATING, LAUNCHING YEAR AFTER YEAR NEW PRODUCTS, NEW FRAGRANCES AND NEW PACKAGING. THIS IS BECAUSE THE DREAM OF THE SPANISH COMPANY, IS TO MAKE ITS CUSTOMERS FEEL MORE AND MORE COMFORTABLE, IN THE WARMTH OF THE CLEAN HOUSE IN WHICH THEY LIVE, AND IN THE SOFTNESS OF THE CLOTHES THEY WEAR. TO EQUIP ITS PRODUCTION PLANTS WITH FILLING SOLUTIONS, CAPABLE OF EFFICIENTLY TREATING THE WIDE RANGE OF ASEVI-BRANDED HOUSEHOLD CLEANING LIQUIDS, THE COMPANY RECENTLY TURNED TO ENOBERG, A COMPANY OF THE SMI GROUP, FOR THE SUPPLY OF A MONOBLOCK OF THE HEVF SERIES. AN EFFICIENT SOLUTION THAT CAN TREAT BOTH FOAMY PRODUCTS SUCH AS DETERGENTS AND VISCOUS.



The Spanish company started its activity in 1952 in Xàbia (or Jávea), a town in the province of Alicante, and since then it has never stopped growing and consolidating its presence, both on the Spanish market and abroad. Today, more than 70 years after its foundation, this Valencian industrial reality is among the leaders in the sector, thanks to a wide range of products for cleaning the house, high quality detergents and insecticides made with the use of the best raw materials and the use of cutting-edge technology.

The main brands are:

- Ponspro: products for professional use



FROM THE LEFT: FABIO BONALDI, SALES MANAGER OF ENOBERG; EMILI MULET, PROJECT MANAGER OF ASEVI; JUAN FERRER, PRODUCT MANAGER OF ASEVI AND JORDI PEREZ, MAINTENANCE MANAGER OF ASEVI.



ASEVI IN NUMBERS

44,6: € millions invoiced in 2021

130: number of employees in 2021

oltre 30.000 m²: area occupied by production facilities

1952: year it was founded in Xàbia (Alicante)

- Asevi: household cleaning products (floor and surface cleaners, disinfectants, detergents and fabric softeners, degreasers, air fresheners, specific products, etc.)
- Cuchol: insecticides

Asevi is the leading brand in the floor cleaner, sector in Spain and Romania. Through modern structures and automated processes, capable of producing up to 22,000 litres per hour, and thanks to the professionalism of a qualified team of 130 professionals, Asevi offers quality and versatility to



its customers, present in over 12 countries. The production plant in Xàbia supplies Europe and Africa, while the plant opened in Bucharest (Romania) is able to meet demand from Eastern Europe.

EVERYTHING REVOLVES AROUND THE PLANET

In a society increasingly sensitive to the protection of the environment and health, the world of industrial production is called to do its part by proposing brands and products made in a sustainable way, designed for people and the planet. Asevi's commitment to sustainable development starts from the "microcosm" in which we all live: our home. In fact, in the production of detergents, the Spanish company uses exclusively eco-compatible raw materials and packaging, as well as renewable green energy generated by thermal and solar panels in its production plants. In addition, Asevi makes increasingly significant investments in eco-sustainable solutions to protect the environment and reduce

CO² emissions, such as, for example, the use of infrastructures and machinery able to guarantee the recycling of 30% of the plastic packaging. The commitment to safeguarding the planet is also embodied in the production of a wide range of vegan products, made with raw materials of vegetable origin, and "cruelty-free", ie not tested on animals. Asevi is a certified member of AISE. This means that the Spanish company not only, adopts a production system capable of reducing

harmful effects on the environment, but also that it continuously strives to promote practices that can help consumers reduce their "carbon footprint". For example, on the labels of its products, Asevi promotes advice for "safe use" and how to achieve "economic and resource savings"; Moreover, thanks to the production of a wide range of detergents and products for hygiene and cleaning, the company provides individuals and companies, with an important contribution in ensuring high levels of hygiene and disinfection of any type of environment, from private homes to public places, including hospitals, schools, accommodation facilities, stations, airports, etc.



AISE CERTIFIED MEMBERS FOR SUSTAINABLE CLEANING

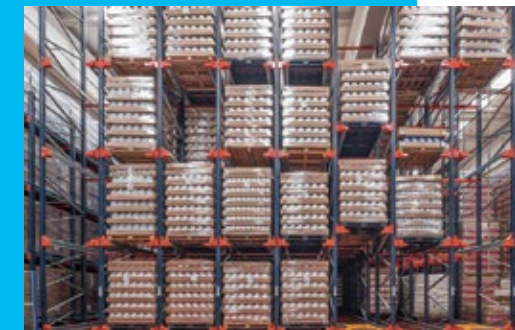


DETERGENTS: MARKET AND PACKAGING

Household detergent products fall within the vast area of consumer products, that is, everything that is part of the main purchases of consumers, on a daily basis.

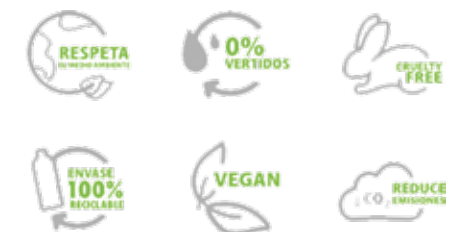
After a positive 2020, when consumption grew due to the greater use of sanitation of environments caused by the health emergency and the "lockdowns", in 2021 the market was reduced, realigning itself with the normal growth trend of the sector.

In the packaging of household cleaning products, companies mainly use rigid plastic packaging, which represents 66.5% of the total, with the primacy of plastics in general, that cover 94% of the "packaging" solutions used in the sector.



The Brussels-based International Association of Soaps, Detergents and Maintenance Products (AISE), has been the voice of the cleaning industry with EU regulators for over 65 years. With 29 national associations across Europe, 18 corporate members and 13 partners, this reality represents over 900 companies, providing household and professional cleaning products and services across the continent.

Starting from the principle that "a cleaning and hygiene industry is a model to serve society in an innovative and sustainable way", the AISE has designed and managed over the years, a long series of voluntary, industry initiatives focused on the design, production and safe use of products by consumers, with an eye to the environment and eco-sustainable development strategies.





ENOBERG SOLUTIONS FOR ASEVI



Starting from the concept that customers are the raison d'être of the company, the entire team of professionals of Asevi works constantly, to respond in an innovative and efficient way to the changing needs of consumers, offering high quality products at the best price.

To do this, the company of Xàbia has equipped itself with the latest generation systems for filling detergents, and particularly foamy liquid products, the management of which, requires extremely precise and reliable processes.

Thanks to the use of newly developed technical solutions, based on the concepts of extensive automation and maximum flexibility, the new series of compact fillers HYPER CLEAN from ENOBERG, is today the ideal choice for bottling detergents, since with the same machine it is possible to pack a wide range of both viscous and foamy products in PET containers.



➤ **ENOBERG HEVF MONOBLOCK FOR FILLING AND CAPPING**

Containers worked: 1 L / 1.2 L bottles in PET
Products bottled: scented detergents for floors under the ASEVI brand

Main advantages:

- filling system with high precision flow meters installed near each tap
- innovative filling valve construction solution
- high flexibility: ENOBERG machines offer the advantage of bottling a wide range of products
- compact frame for less space in the filling line and reduced transport costs
- quick format change of bottle guiding equipment
- dummy bottles with automatic insertion to ensure a quick product changeover and reduce operator intervention
- 15" "touch screen" control panel for easy analysis of the operating status of the system
- all format parameters can be managed directly through the HMI
- all parts that come into direct contact with the product are made of AISI 316L stainless steel
- system equipped with a small tank positioned in the center of the filling carousel and certified for pressure release
- reduced maintenance time
- excellent value for money.



MORE SUSTAINABLE FLOOR CLEANERS

The household detergent industry is careful to meet the hygiene, quality and cleanliness needs of consumers and to offer products in practical and economical containers, such as plastic ones (both rigid and flexible), which currently represent 90% of the packaging used in this sector.

Thanks to the filling and capping monoblock of the HEVF range supplied by ENOBERG, the Spanish company packages products under the Asevi brand efficiently and flexibly, working hard to make its products healthier and more environmentally friendly.

Moved by the goal of making every house wonderfully clean and fragrant, and starting from the conviction that, "considering that we must clean, that at least this activity lasts and leaves a good smell", every year Asevi creates new lines of sustainable products with the most diverse fragrances and compositions, in order to meet the most varied "olfactory" needs.

The perfumes of Asevi detergents are one of the main hallmarks of the company: freshness, intensity and persistence, are the formula behind the exclusivity and success of the brand.

In fact, Asevi is the result of the combination of



talent, innovation and technology with the best raw materials and the utmost attention to the environment (reduction of CO² emissions thanks to the replacement of a percentage of virgin plastic with recycled plastic in packaging).



➤ GREEN ENERGY TO PROTECT THE ECO-SYSTEM

The commitment of Asevi towards the environment, has led the Spanish company to create an impressive infrastructure of 809 photovoltaic modules and 4 inverters to convert direct current into alternating current, thanks to which it can produce up to 50% of all the energy it needs during the sunny hours of the day. A new sustainable energy project from renewable sources, which joins the existing installation of thermal panels with which Asevi heats water for the manufacture of its products. All this to distinguish itself as a company committed to the use of renewable energy and to the reduction of CO₂ emissions into the atmosphere.





ONE BRAND, MANY PRODUCTS AND A THOUSAND FRAGRANCES

Asevi is a leading brand in Spain. Launched in 1965, the acronym Asevi comes from the initials of the names of the five children of the founder of Asevi and was founded from the desire to reveal all the secrets of perfect cleansing with persistent premium perfumes.

Asevi products represent a safe bet, when it comes to ensuring the quality of cleaning your homes and washing your clothes.

The brand brings together a vast portfolio of fabric softeners (in both traditional and concentrated versions, characterised by a very careful and high quality formula, with characteristic and distinctive aromas), detergents (products with a great ability to eliminate stains and bad odours, which leave fresh and impeccable laundry and boast an excellent ration quality / price) and floor cleaning products (with the neutral pH formula designed to take care of the surface, give it shine and release an excellent aroma).

The Asevi brand, also includes other products such as air fresheners and clothing fragrances.



JÁVEA - COSTA BLANCA

Located between Cape San Antonio and Cape Nao, the town of Jávea (about 30,000 inhabitants, which become over 150,000 in the summer), with its twenty kilometers of beaches and hidden coves, is one of the most important tourist destinations on the Spanish Costa Blanca, in the province of Alicante. Its historic center, located two kilometres from the coast, hides some remarkable examples of local architecture, as well as important historical monuments such as the

Church of San Bartolomé, the nerve center of the city and a fine example of Isabelline Gothic; built in the sixteenth century, the structure is incorporated into the fortifications erected to defend themselves from pirate attacks.

In the streets of the historic center, among the gratings of the houses and the rough stone lintels, examples of local architecture abound. In the port area, where you can

practice all kinds of water sports, including sailing and windsurfing, stands the more modern Church of Nuestra Señora de Loreto, built in the sixties in the twentieth century and characterised by a "design" reminiscent of the keel of a ship.

In Jávea the reference gastronomic product is rice. Paella is the best known recipe, but here it is served with beans and turnips or baked.



ALACANT, LA MILLOR TERRETA DEL MÓN

Alicante may not be as well known as Madrid or Barcelona, but, as this popular saying goes, it is the best land in the world and a great example of "buena vida"!

Sun, sea, relaxation and culture... everything is possible in Alicante (almost 2 million inhabitants), famous for its long beaches of fine sand, transparent waters, numerous services and sports facilities.

This Valencian city is also synonymous with peace and quiet, thanks to its semi-deserted coves, and culture, thanks to its rich Arab and Catholic past.

The Plaza del Ayuntamiento is a surprising meeting place, where you can admire the

splendid baroque town hall and stroll under the arches of the square.

On the promontory stands the Castle of Santa Barbara, fortress and true symbol of Alicante, from here you can enjoy a breathtaking view of the city.

Those who love shopping, will be enchanted by the historic central market or the hand-painted ceramics sold in the narrow streets of the old town, while those who love modern architecture can wander the streets of Benidorm, the tourist-residential district called the "Manhattan of the Mediterranean" for the concentration of skyscrapers that distinguish it.



ALICANTE, BETWEEN HISTORY AND LEGEND

The history of the origins of the name of the city of Alicante is linked to an ancient legend, as evidenced by the spur of rock at the foot of the castle of Santa Barbara, which seems to portray a face and that projects the visitor into another era.

It is said that in ancient times, the city was dominated by a Caliph who had a daughter named Cântara, whose beauty and kindness were known from across the borders. There were many suitors, but only two managed to find the sympathy of the girl's father: Almanzor, general of the Caliph of Cordoba Hisham II, and Ali, a young man known for his beauty and his altruism.

The Caliph father of Cantara, unable to choose between the two, decided to give his daughter's hand to the man who had demonstrated their superiority in terms of strength and cunning.

Almanzor, taking advantage of a trip to India, promised the Caliph that he would open a trade route to the East, while Ali undertook to build an aqueduct to transport water from the mountains to the city.

The latter used to work singing love songs and Cântara, who listened to him secretly, began to fall in love with him.

The young woman hoped that Ali would be able to finish the aqueduct before Almanzor

returned, who, on the contrary, soon landed in the city with a ship loaded with spices and thus obtained the girl's hand from the Caliph.

As soon as Ali heard the news, he threw himself into a ravine.

Driven by grief, Princess Cântara followed the same fate as her beloved.

Not forgiving himself for not understanding his daughter's feelings, the Caliph died of a broken heart.

The city and the Saracen court, upset by these painful deaths, decided to rename the city with the name of Alî – Cântara, in memory of the two young lovers.