

10 REASONS TO WORK WITH SIM

- 1 - FULLY AUTOMATIC PLANT
- 2 - GREEN COFFEE CLEANING
- 3 - HIGH GREEN COFFEE STORAGE CAPACITY
- 4 - AUTOMATIC BLENDING
- 5 - AUTOMATIC CONTROL OVER ALL ROASTING KEY PARAMETERS FOR EVERY BATCH
- 6 - HIGH ROASTED COFFEE STORAGE CAPACITY
- 7 - BLENDING BEFORE AND/OR AFTER ROASTING FLEXIBILITY
- 8 - HIGH TECHNOLOGY EQUIPMENT AND TEMPERATURE CONTROL FOR THE GRINDING PROCESS
- 9 - VACUUM PACKAGE FOR GROUND COFFEE AND DEGASSING VALVE PACKAGE FOR THE WHOLE BEANS
- 10 - MODERN AND FULLY EQUIPPED LABORATORY AND TASTING ROOM



OUR COMPANY

SIM belongs to a business group that, for more than 5 decades, has been operating in several markets and activity areas. It was founded in 2005 to implement a very high quality coffee production project to meet the Asian fast growing market.

SIM built a new factory site **designed to be the most modern coffee factory in Asia**, with the best technology, a modern and fully equipped laboratory and a tasting room for daily tests.

Macau is considered to be the appropriate location for the site, with a very convenient port, close to the most important coffee consuming countries in Asia. Macau is also a natural gateway to China once it benefits from the CEPA preferential treatment.



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OUR FACTORY

ASIA'S MOST MODERN COFFEE FACTORY

SIM built a new roasting, grinding and packing plant to support its project in Asia. The factory site was designed to be **the state of the art of the roasted coffee industry**. The best equipment was selected (PROBAT from Germany & GOGLIO from Italy), to build a facility with high storage capacity, modern and efficient logistics, accessible facilities and fully equipped training areas.



SERVICES PROVIDED

For all coffee brands and blends, SIM is prepared to provide a high quality and fully integrated service of:

- PRIVATE LABEL DEVELOPMENT
- ROASTING
- GRINDING
- PACKAGING
- COFFEE LABORATORY ANALYSIS

PROCESS

SIM's factory is an environmentally friendly facility and its PROBAT's roasting and grinding equipments can produce up to 9.000 ton/year.

The factory production flow allows blending before (BBR) or after roasting (BAR) or both. The automatic control of the roasting process gives total flexibility for the definition of very precise roasting cycles, according to our client's most demanding requests. Our modern grinding technology with cooling system provides a perfect control over ground coffee particle size distribution, volume and temperature.

As a fully automatic plant, SIM guarantees traceability control on every batch produced.

PACKAGING

All packaging equipment is supplied by GOGLIO, to assure great packaging quality. Taking particular care of the aroma and coffee integrity preservation is extremely important for our quality standards.

The whole beans packaging is made with or without degassing valve, and the ground coffee packaging uses hard vacuum technology. All packs are coded with a lot number, production date and best before date.

After packaging process, SIM factory also offers different shipment packaging solutions.

LABORATORY & CUPPING ROOM

The laboratory can perform tests in three main areas: **green coffee tests**, including the humidity measurement, bean size determination, defects evaluation, and general quality assessment; **roasted coffee tests** consisting of humidity and colour measurement, ground coffee particle size distribution and roasted coffee bulk volume; **finished product tests** covering different controls like dimensional and printing quality for the packaging materials, bag weight statistics, residual O₂ bag content, effective inner bag vacuum, etc.

The laboratory and cupping room facilities and the fully automation of the factory allows SIM to guarantee the consistency of the products and services.

