

Coca-Cola in the Land of Fjords

Almost 1000 years after the Viking Leif Eriksson discovered the new world, his descendants are enjoying the drink which most epitomizes America.

Coca-Cola, TAB, X-tra, Fanta-Orange, Sprite, Urge and Aquaarius are names of Coca-Cola products on the Norwegian market. Beside the classics Fanta and Sprite, Urge is another citrus drink made from grapefruit, which is enjoyed as a thirst-quencher by day and a mixer for cocktails in the evening. Sportsmen cool down and revive with the energy drink Aquaarius and X-tra is the Coke alternative particularly loved by the young. All available in "Light" versions for the calorie-conscious.



How Coca-Cola came to Norway

The Oslo food distributor Karl A. Jensen first imported a limited number of bottles of Coke in 1926, and Coca-Cola's corporate presence began about ten years later with the bottling licence granted to "Jarlsberg Naturlige Mineralvann AS".

Strong market position

The first licences for manufacturing, marketing and sales soon followed and today, four companies, Coca-Cola Drikker, Borg, Aass and Hansa, share the rights to supply the Norwegian market. Thanks to high quality standards and comprehensive distribution networks, Coca-Cola enjoys a soft drinks market share of 70 percent.

New compressed air installation

In 1996 Coca-Cola Drikker invested 700 million Krone (US\$95 million) in new production plant at Lorenskog, near Oslo. Part of this investment was for a modern compressed air installation. KAESER Norway was chosen as the supplier and provided a system tailored exactly to the application. "We work three shifts", explains Steinar Talle, Coca-Cola Drikker's technical manager, "That's why we have to depend on stable, reliable compressed air". Thanks to the screw compressor design with the energy-saving SIGMA PROFILE KAESER compressors not only fulfil this demand but do so cost-effectively as well. The air installation is in operation round the clock and plays a vital part in the production of 100,000 cases of Coca-Cola drinks each day.

Norway - the land of fjords, stave churches and brave mariners - has 55 000 kilometres of coastline, corresponding to almost one-and-a-half times the circumference of the globe. From here, seafaring pioneers like Leif Eriksson, Fridtjof Nansen and Thor Heyerdahl set sail on their voyages of exploration.

Highest air quality standards



Compressors used in the food industry must satisfy not only reliability standards, but also meet highest demands on air quality. The delivered air must be dry, free of oil and other contaminants.

Economical pure air

To meet purity requirements, the compressed air is passed through a KAESER treatment system in which the first stage comprises the air aftercooler and receiver, where most of the moisture is removed. It then flows through a desiccant dryer and filter set in which the finest micro-particles are retained. The final stage is an activated carbon filter which removes any remaining odours, complying with ISO 8573-1. One further purifying process can be added, if required, to sterilize the air completely. This is achieved by special filters installed near the point of use.

Short Information

Technical Manager Steinar Talle (left) and Production Engineer Lars Gill stand next to one of the three KAESER BS 61 compressors which are the heart of Coca-Cola Drikker's new air centre. The centre also contains one MAC 41 controller, two desiccant dryers with filters, one activated carbon adsorber, filters and one Aquamat condensate splitter.

