



## SUCCESS STORY

### CAPACITY EXPANSION OF A CARDBOARD PACKAGING PRODUCTION LINE

To address an expanding market and increase its production while saving energy costs, BANAWI, a cardboard packaging company, approached MorSEFF for the evaluation and financing of its new printing and cutting line used for the manufacturing of dairy products packaging.

This new line offers many advantages such as a simplified supply chain, reduced waste and energy consumption, and shorter time to market. It will enable the plant to increase its capacity from 850 million to 1.7 billion packages per year.

As a result of this investment, energy savings for the entire project are estimated at 376 000 kWh/year, a 34.2% saving compared to the baseline solution. This project also avoids the emission of 238.7 TCO<sub>2</sub>/year and increases productivity by 23%.



### THE COMPANY

Cardboard packaging  
Location – Casablanca, Morocco



### INVESTMENTS

MAD 46.7 million (of MAD 55 million total)  
Printing and cutting line



### PROJECT GOALS

Reduction of energy consumption  
Reduction of greenhouse gas emissions  
Increase production



### RESULTS

Energy savings: 376 000 kWh/year (34.2%)  
Reduction in CO<sub>2</sub> emissions: 238.7 TCO<sub>2</sub>equival/year  
IRR: 11.8 %  
SPBP: 7.81 years