

“If you are looking for a company that not only sells you machinery, but also accompanies you in your growth, then you are looking for Irundin”

INTERVIEW

Paco Jordá

Production Manager

“Sinc Distilleries, founded in 1890, started with liqueur coffee and today produces all kinds of liqueurs and spirits. Adapting to small and flexible batches according to market needs.”

How long have you been working with Irundin?

Our relationship with Irundin dates back to 1992. From the beginning, we have had a close collaboration based trust and open communication. The relationship with the team has been fundamental to our growth.

In your sector, what are the main particularities or challenges you face in the bottling process?

The main challenge in the production customised liqueurs, and therefore one of our biggest challenges, is the production of small, customised runs. This requires flexible machinery that can adapt quickly to different needs and is also efficient, as we have a large number of bottles to deal with when working with different formats and types of liquor.

“Irundin's machinery allows us that flexibility, as well as guaranteeing fast and efficient technical support.”

What features or functionalities are essential for you in a bottling line?

As we handle varied productions, adaptability is key for us.

How does Irundin's machinery adapt to these specific needs?
Irundin machines have allowed us to be more agile in production, with quick and efficient adjustments. Although their initial cost may be higher, the support and quality more than compensate.

“The after-sales service has been exceptional, always with quick and effective solutions”.



Destilerías Sinc - Licores Sinc

What made you choose Irundin as the supplier for your bottling lines?

We were looking for a supplier who could offer us trust, proximity and an agile after-sales service. Irundin met all these requirements, the trust and proximity in dealing with us were decisive. The best thing is that, if they can't, don't have something or can't do it themselves, they recommend you to someone who can.

How would you describe the experience of working with Irundin, from the implementation of the machinery to the after-sales support?

The after-sales service is equal or even better than the sale, because it is very accessible. You can call and no matter who answers, there will always be someone available to help you. If there is a problem, the situation is assessed and, if there is a solution, it is implemented immediately so that everything works. In the end, the most important thing is that you have what you need at that moment to be able to work.

“From the installation of the machines to troubleshooting, the Irundin team has always been there for us.”

What do you think sets Irundin apart from other suppliers in the sector?

The difference between Irundin and other suppliers is clear: personal value. Their proximity, their agility in response and the trust they generate are key. They are not just

suppliers, but strategic partners in our business.

Thinking about your day-to-day, what added value does Irundin bring to your bottling operation?

The added value that Irundin gives us is that it allows us to innovate and adapt to the new needs of the market. To this we have to add the staff, the face-to-face and the day-to-day.

Could you share an anecdote or special moment that sums up your experience with Irundin?

We have a thousand special stories with Irundin, I remember one occasion when we had a technical problem in the middle of production. I called and within a few hours we had a solution ready. I don't find that speed and commitment from just any supplier.

“If they can't do it, they have the transparency to say: 'I can't do it, but I'll tell you who can.'”

Finally, is there anything else you would like to add about your experience with Irundin or how it has helped you in your sector?
Just to reaffirm the importance of a close and reliable relationship in this type of collaboration, sometimes, even if we have several budgets, we always choose Irundin, even if it is a bit more expensive, because of its reliability.

“Trust, proximity and immediate solution: that is Irundin”.

