

PRESS ARTICLE

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Sidel showcases its complete line solutions at Gulfood Manufacturing



Sidel will be demonstrating its expertise and ability to partner with customers to provide complete line packaging solutions at Gulfood Manufacturing 2022 in Dubai from 8-10 November 2022. In addition, it will showcase its latest aseptic technology. Visitors to the stand in Hall 3, booth A3-4, at the Dubai World Trade Centre will see the company's latest smart technology in action and be able to discuss its extensive service portfolio.

The event is a global platform for the food and beverage manufacturing industry, bringing together 1,600 exhibitors from 60 countries to display the latest advanced technologies in processing and packaging solutions to the show's 36,000 visitors. Every year, the Middle East & North Africa (MENA) region's key buyers converge on the show for face-to-face meetings and deals. Last year, 96% of visitors said the show was important for sourcing.

The Middle East, Africa and India (MEA&I) region continues to be a dynamic marketplace for beverages and is developing at a rapid pace, with a compound annual growth rate (CAGR) of 5.4% expected across all beverage categories from 2021 to 2025, equivalent to an additional 55 billion units. [Please see editor's notes for more information].

This year's show has five core themes: sustainability, innovation, nutrition, technology, and efficiency. As a leading global provider of packaging solutions, Sidel's key offerings easily demonstrate all of these qualities.

TALA

Tel: +44 (0) 7761 023564

claire.cunningham@teamtala.com

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Complete line solutions

Visitors will be able to discuss Sidel's **complete line solutions**, a culmination of its decades of expertise and its comprehensive portfolio of services in every field of packaging solutions including line concept, engineering, line control and automation, packaging technologies and equipment. As a full solution partner, Sidel helps give producers a thorough understanding of the entire supply chain and how its flexible, smart solutions can respond to the fast-changing market.

Best-in-class aseptic technology

Sidel will preview its latest aseptic packaging system, the new **Aseptic Combi Predis X4**. Combining the highest food safety standards, unprecedented ease of use, maximum flexibility and best-in-class environmental footprint, this new development harnesses Sidel's 47 years of experience in aseptic packaging equipment technology. The Aseptic Combi Predis X4 is designed to help Sidel's customers meet the growing market for healthy and nutritious drinks with a long shelf life such as juice, nectar, soft drinks, isotonic, teas (JNSDIT), and liquid dairy products (LDP).

Single smart solution

Sidel will also demonstrate how its **Super Combi** – integrating preform feeding, blowing, labelling, filling/capping and cap feeding in a single smart solution – is able to offer significant productivity and quality benefits to customers in the water industry. Water makes up nearly one-third of soft drinks sales in the UAE, the show's home territory, and here sales are forecast to grow faster than any other category, to 436m litres by 2026, as consumers additionally seek out climate-friendly packaging and larger pack sizes. ¹

Visitors to the stand will be able to see the fastest single line in MENA in operation, through a film demonstration of the 86,000 bottle-per-hour (bph) Super Combi solution at UAE-based company Mai Dubai. The Sidel stand will similarly show the fastest carbonated soft drinks (CSD) Sidel Super Combi in Africa, recently installed in Challawa, Nigeria and producing 65,000 bph for the Nigerian Bottling Company (NBC of Coca-Cola Hellenic Group).

Sidel, which also offers a Combi solution dedicated to edible oil, will show how it can enhance customers' line improvement portfolio by upgrading older, low-performance equipment with reliable, high-performance solutions, such as **EasyFEED™**, **Gebo AQFlex®** and **OptiFEED®**.

Harbinder Kathuria, Sidel's VP Sales for MEA&I, says: "We look forward to welcoming our current and potential customers for really practical discussions about how our flexible, smart solutions can help them enhance their productivity, meet their quality and sustainability goals, and respond to the fast-changing market. We're eager to welcome visitors and provide them with the best advice and information in the industry."

Extending shelf life

Another Sidel highlight at the show this year will be **Actis™**, the proven bottle plasma coating technology, currently accounting for more than five billion bottles produced across the CSD, beer, juices, tea and coffee markets. This technology allows manufacturers to extend the shelf life of a PET bottle by up to five times, while offering significant lightweighting opportunities.

Digital solutions

¹ UAE Sort Drinks Market Insights 2021 – Key insights and drivers behind the soft drinks market performance. Source – Global Data

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Sidel is continuing with its digital evolution. The **Evo-ON®** software suite offers powerful cloud computing and data analytic technologies, enabling customers to overcome challenges and reach peak production performance without compromising on product quality or environmental impact, nor adding to operational costs.

Service portfolio

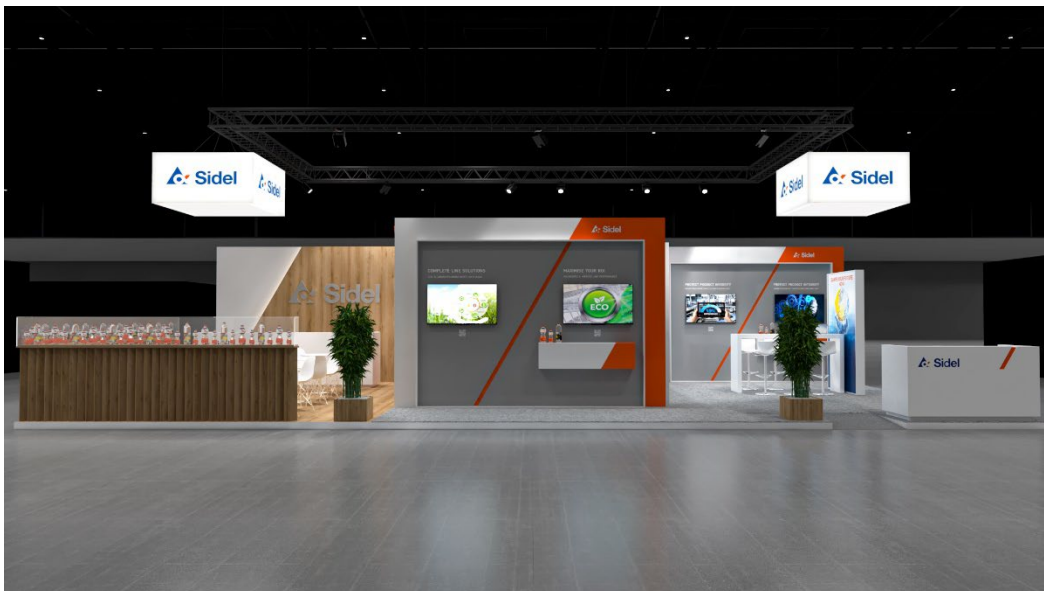
Visitors will also discover how Sidel's service portfolio helps build, maintain and improve customers' performance throughout their asset lifecycle, offering high levels of reliability during peak production seasons.

Addressing market needs

With expertise in eco-friendly packaging alternatives, from 100% recycled PET (rPET) and light-weighted primary packaging with tethered caps, to optimised secondary and tertiary packaging alternatives, Sidel will show how it is ready to help customers meet the packaging market's changing priorities.

Find out more about Sidel's complete line solutions and how you can access this kind of support for your business on the [Sidel website](#).

Ends.



Editor's Notes:

Contact:

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Further information: the market

After the pandemic, personal hygiene and food safety remain a focus for consumers. Therefore, PET as a safe packaging material for Food, Home and Personal Care (FHPC) products is set to grow throughout the MEA&I markets with an average CAGR of 6% through 2025. Bottled water is projected to have a steep growth trajectory, especially in Nigeria, India and Saudi Arabia, given the ongoing scarcity of clean, accessible and safe drinking water as well as significant population growth. In the food sector, edible oil shows one of the highest CAGR with 5.3%, and bottled oil accounts for the majority of the market with seven billion units. In the region, India represents the biggest market for edible oil with sales value growth of 4.1% until 2025.

Source: Globaldata, data released in 2022

Media Interviews at Gulfood 2022

Face to face interviews are available at the event with **Harbinder Kathuria, Sidel's VP Sales for MEA&I**. Please contact Max Heather using the details below if you would like to book a slot: max.heather@teamtala.com

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For editorial, advertising and sponsorship enquiries, please contact TALA:

Claire Cunningham, Associate Director

Tel :+44 (0) 7661 023564

Email: claire.cunningham@teamtala.com

Or

Beth Milton, Account Executive

Tel: +44 (0) 7940 270338

Email: beth.milton@teamtala.com

Contact:

TALA

Tel: +44 (0) 7761 023564

Claire.cunningham@teamtala.com

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Sidel is a leading global provider of packaging solutions for beverage, food, home and personal care products in PET, can, glass and other materials.

Based on over 170 years of proven experience, we help shape the factory of tomorrow, through advanced systems and services, line engineering, eco-solutions, and other innovations. With over 40,000 machines installed in more than 190 countries, Sidel has 5,000+ employees worldwide who are passionate about providing equipment and service solutions that fulfil customer needs.

We continuously ensure we understand the evolving business and market challenges our customers face and commit to meeting their unique performance and sustainability goals. As a partner, we apply our solid technical knowledge, packaging expertise and smart data analytics to assure lifetime productivity at its full potential.

We call it **Performance through Understanding**.

Find out more at www.sidel.com and connect with us



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