

## PRESS ARTICLE

24/05/2016

### SIDEL TO SHOW LATEST INNOVATIONS AT PROPAK ASIA 2016 TO BEVERAGE PRODUCERS IN THE REGION



**Sidel will be participating at ProPak Asia 2016 in Thailand, the leading international packaging and processing show in Asia. The event takes place from 15 - 18 June, when Sidel will be presenting its latest developments and services in PET liquid packaging to support producers in Thailand and neighbouring countries.**

The beverage market in Thailand has remained strong over the past few years, with juices, nectars, soft drinks, isotonic and teas (JNSDIT) and liquid dairy products (LDP) performing particularly well, achieving sales of 7 billion units and 8 billion units respectively in 2015. Growth forecasts for the country in these two categories are also the biggest, with a CAGR (compound annual growth rate) of 6 per cent for JNSDIT and 4 per cent for LDP from 2015-2019. PET is already well established as a popular packaging material in Thailand, with a CAGR of 7 per cent forecast for the same period – the largest growth of any liquid packaging material.<sup>1</sup>

Within this dynamic and changing marketplace, Sidel will be highlighting its latest developments through which customers in Asia can capitalise on the opportunities presented. This includes a focus on complete lines, enabling delivery of customised line solutions for beverage producers to optimise performance at a lower TCO (total cost of ownership). The company will be discussing how a holistic approach to production is key to increasing performance and longevity. The best solution goes beyond the equipment and starts at the very beginning of the process, with technical know-how and packaging expertise that comes from a full solution partner. A complete line solution involves packaging development, flexible and reliable equipment, tailored line design, efficient line supply and ramp-up, smart data and Sidel Services™, ensuring that the investment meets the objectives today and tomorrow.

Sidel will also be contributing to the conference staged alongside the ProPak Asia exhibition. On 17 June, Max Duclot, Zone Senior Aseptic Specialist & Senior Dairy Officer at Sidel, will be

---

<sup>1</sup> Figures from Euromonitor 2015

## PRESS ARTICLE

discussing aseptic filling and the Sidel Combi Predis™/Capdis™ FMa dry-preform and cap decontamination technology.

Sidel's expertise has successfully featured in several recent projects in Asia. These include Thailand's first Sidel aseptic PET bottling line which is serving the whole of Southeast Asia. The full, turnkey line for the General Beverage Company offers a production capacity of 40,000 bottles per hour (bph), producing various ranges of high quality beverages like coffee, tea, milk and fruit juices. Sidel also supplied a PET bottling plant in the Malaysian tropical rainforest for the Spritzer Group. The company has a complete water line with Combi solution for the 1.5 litre bottle format. **An innovative Greenfield Competence Development Programme was created by the Sidel Services business unit for a new beverage production facility built on a greenfield site in Myanmar. The programme enabled the provision of training at each phase of the equipment installation, including in the period prior to equipment delivery, to ensure the start-up could meet the challenging timeframe of the project.**

Commenting on Sidel's participation, Eric Schaffner, Vice President of Sales for Asia, Middle East and Africa at Sidel said – "The growth forecasts for the use of PET as a liquid packaging material in Thailand are considerable, highlighted by the fact that it is anticipated to grow at 7 times the rate of glass. This offers excellent opportunities for beverage producers serving the country and the surrounding markets. We saw some 400 visitors to our stand at last year's exhibition and the 2016 event looks to be a promising platform to discuss our latest innovations."

Sidel will be exhibiting at ProPak Asia 2016 on Stand 1D01 (Hall 101). The four-day event will take place at the BITEC venue in Bangkok, Thailand from 15 – 18 June, 2016. Almost 1,700 international exhibitors from 42 countries participated at the 2015 event, with over 39,000 visitors from 72 countries visiting.



Editors Note: The images within this document are for illustrative purposes only and should not be used for reproduction. If high resolution copies are not attached with the document, please contact Chris Twigger at Shaw & Underwood PR for copies – see contact details below.

-----  
For editorial and advertising enquiries, please contact:  
Shaw & Underwood PR  
Chris Twigger, Director  
Tel: +44 121 454 5584/Cell: +44 7795 423796  
Email: [christwigger@shawandunderwood.co.uk](mailto:christwigger@shawandunderwood.co.uk)

**Contact:**  
Public Relations  
Tel: +41 41 785 23 60  
[press@sidel.com](mailto:press@sidel.com)



## PRESS ARTICLE

### About Sidel

Our purpose is to help brands protect the product inside, preserve the planet outside and touch the lives of millions of people every day.

We do so by offering complete and modular PET packaging solutions, including people, services and equipment.

Sidel has over 165 years of industrial experience. With 30,000 machines installed in more than 190 countries, we have been helping producers fill beverage bottles for over 85 years, blow them for more than 50 and label them for more than 40. We have over 40 years of aseptic packaging expertise, and were one of the first companies to introduce PET bottles to the beverage industry over 35 years ago.

Part of the Tetra Laval group, Sidel has offices worldwide, including 8 production sites and 8 training centres. All our experts are committed to creating the optimum liquid-packaging solution.

We call it **A Better Match** - for our world, our customers and ourselves.

Find out more at [www.sidel.com](http://www.sidel.com) and connect with us



[blog.sidel.com](http://blog.sidel.com)



[linkedin.com/company/sidel](https://www.linkedin.com/company/sidel)



[facebook.com/SidelInternational](https://www.facebook.com/SidelInternational)



[youtube.com/user/sidel](https://www.youtube.com/user/sidel)



[twitter.com/Sidel\\_Intl](https://twitter.com/Sidel_Intl)

### Contact:

Public Relations  
Tel: +41 41 785 23 60  
[press@sidel.com](mailto:press@sidel.com)