

PRESS ARTICLE

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AT TIBET TOP BRAND WATER SUMMIT, SIDEL ADDRESSES CUSTOMER PROXIMITY AND HOLISTIC APPROACH TO PRODUCTION LINES AS KEY FOR SUCCESS



Tammy Li, Vice President of Sales for Greater China, Sidel

As the market leading provider of PET solutions for liquid packaging in Tibet, Sidel has contributed to an event on the development of the bottled water market in a country globally renowned for the purity and quality of its water. The Tibet Top Brand Water Summit this year took place on 13 September in Lhasa.

At the invitation of the Tibetan government, who staged the Summit, Tammy Li, Vice President of Sales for Greater China at Sidel, addressed the 260 delegates who included representatives from the top bottled water brands in Greater China.

Tammy spoke of the importance of bottled spring water to the economy of Tibet, with the production of natural drinking water expected to reach 5 million tons and output value to reach 40 billion Chinese Yuan by 2020. She also discussed the role of Sidel as a leading provider of production equipment and services for liquids in PET, both globally and in terms of its contribution in Greater China – “As a global business we recognise the importance of customer proximity which is a fundamental part of our strategy in establishing and maintaining strategic partnerships with local producers of water brands. We have been serving markets in Greater China for over 20 years from offices in Shanghai, Beijing and Guangzhou. To date, about 3000 Sidel machines have been installed in the region and two thirds of them are producing bottled water.”

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Complete line solutions are vital in delivering optimum performance for beverage producers, along with the lowest total cost of ownership. Tammy focused on the role of complete lines, recognising that "...beverage producers are generally now taking a more holistic approach to the installation of new bottling lines and at Sidel we genuinely believe it is the key to maintaining optimum performance and attaining the most cost-effective operational life over the longer term. In addition to building and installing a PET bottling production line, bottled water producers need a dedicated, tailored portfolio that can increase the value of beverage production for long-term success."

She continued – "We understand the need to support the market and the development needs of water producers to help contribute to market growth through attending and contributing to beverage industry events. We look forward to continuing to innovate in the future, working with companies and other stakeholders to help further develop the market for bottled water in Greater China and, specifically, in Tibet."

Sidel operates from a manufacturing plant in Beijing, a 40,000 square metre facility featuring a specific area dedicated to retrofitting, where first and second-generation machines are refurbished, along with a world-class training centre. This manufacturing facility is supported by a dedicated Sidel team in Tibet.

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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, can and glass 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.

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