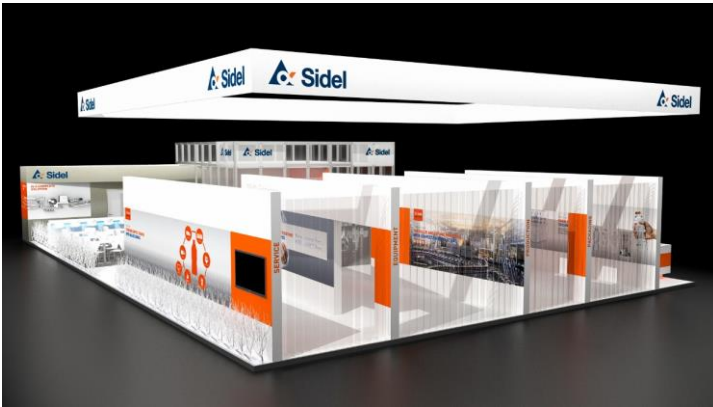


## PRESS ARTICLE

13/09/2016

### SIDEL TO SHOW INNOVATIONS IN BEVERAGE PACKAGING AND SERVICES TO PRODUCERS AT CHINA BREW 2016



**At China Brew & China Beverage 2016 (11-14 October), Sidel will be championing its innovative and customer-focused solutions in packaging, production equipment and services for liquids in PET.**

“Sidel experts at China Brew & China Beverage 2016 will be addressing the rising demands in the packaging industry and will be presenting the very latest technologies that support our customers around the world,” says Tammy Li, Vice President of Sales for Greater China at Sidel. “These include our pioneering packaging design, integrated and flexible aseptic solutions and innovative services aimed at maintaining and improving line performance.”

As one of the company’s strongest competences, Sidel’s ability in providing a wide range of customers with bespoke packaging solutions is demonstrated across all categories of drinks and liquid foods, home and personal care products, oils and sauces. At the show, Sidel will be showcasing:

- Base over-stroke system (BOSS), a new equipment feature able to increase the structural stability of bottles, for a light and quality container, suitable for both still and carbonated products; clip-on handle bottles; premium packaging for water producers.
- ‘One-Stop’ smart solution for detailed control of line operation and improved efficiency, combining customised automation with web-based applications.
- Integrated blow-fill-cap solution with Sidel Predis™ dry preform decontamination module, and equipment for aseptic production that is safe, sustainable and flexible.
- Sidel maintenance and refurbishment services to provide professional, technical support - helping customers to maintain and even increase production efficiency.

**Contact:**

Public Relations  
Tel: +41 41 785 23 60  
press@sidel.com

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Sidel has supported beverage producers in Greater China for over 20 years and established its dedicated manufacturing plant in Beijing from a greenfield site in 2007. This is part of the company's ongoing commitment to providing global experience backed by local sales and service support through proximity to customers. "China continues to be a market of great and growing importance for Sidel. We are wholly committed to developing our service portfolio to support our Chinese customers. For example, as part of our Maintenance Services portfolio, the company is now providing technical support through our Beijing Refurbishment Centre, dedicated to retrofitting equipment for our customers in the region looking to increase the production performance and efficiency of their installed lines. Our training centre in Beijing also features a complete PET beverage production line. We look forward to discussing these developments with customers and visitors at China Brew this year," added Tammy.



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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)



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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.

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



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### Contact:

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