

PRESS ARTICLE

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SIDEL PET PACKAGING AND SERVICES THE FOCUS AT GULFOOD MANUFACTURING



At Gulfood Manufacturing 2016, Sidel will be highlighting its innovative and customer-focused solutions in packaging, production equipment and services for liquids in PET. The event will be held from 7 - 9 November at the Dubai World Trade Centre in the UAE.

As the beverage packaging material of choice, PET continues to dominate the markets in both the Middle East and the UAE with a predicted annual CAGR (compound annual growth rate) of more than 7% over the next four years.¹ The soft drinks market is also forecasted to go on growing, with bottled water continuing to outperform carbonated soft drinks and juices. With over 35,000 visitors expected from more than 60 countries, Sidel experts will be addressing the needs of the food and beverage companies, who are looking to move up the value chain and increase production while maintaining a healthy cost of ownership and low energy consumption. Consequently, the packaging industry is undergoing significant growth in the region and buyers are seeking innovation, efficiency, improved output and production flexibility.

“From Booth Z2-E18 at one of the biggest packaging and manufacturing events in the Middle East and Africa, we will be presenting the very latest technologies that support Sidel’s customers around the world,” says Eric Schaffner, Vice President of Sales for Asia, Middle East and Africa at Sidel. “As well as our expertise in packaging, tooling and energy-saving and our innovative after-sales services aimed at maintaining and improving line performance, our focus at Gulfood this year will be on complete lines for water, juices and CSD (carbonated soft drinks) production. Our ability in providing producers with bespoke packaging solutions is demonstrated across all categories of drinks and liquid foods, home and personal care products, oils and sauces.”

Through its complete lines, Sidel believes that finding the optimum solution for any bottling line goes beyond any simple choice of equipment. Whether customers are bottling water at high speed or packaging juice products with high sensitivity, it is always best that they consider the specific

¹ Euromonitor

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production needs of any line from the very beginning. By partnering with Sidel from the start and collaborating at every step of the installation, beverage producers can boost speed and hygiene with Sidel water lines, ensure flexibility and quick changeovers with Sidel carbonated soft drinks lines and increase their packaging freedom with Sidel hot fill lines.

Visitors will also be able to address Sidel Services™ portfolio, through which producers can increase the value of their beverage production, lower energy consumption and increase production efficiency and sustainability.

Schaffner concludes - "We will bring the expertise we have built over more than 165 years to help producers meet the challenges they are currently facing with complete line solutions and services across all product categories. We look forward to discussing our offering with visitors to Gulfood Manufacturing 2016."



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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 and connect with us



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