

PRESS ARTICLE

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BRAU BEVIALE SHOWCASE FOR SIDEL



Sidel will be exhibiting at Brau Beviale 2016 (8-10 November), demonstrating its expertise and experience as the leading provider of production equipment and services for liquids in PET.

Pawel Warszawski, Sales Director DACH, Central & Eastern Europe and Russia & CIS at Sidel, comments – “We will be taking the opportunity to discuss how we can provide bespoke packaging solutions that cater precisely to beverage producers’ needs, creating the value they seek to meet the fast-changing demands of today’s consumers. The beverage industry is taking a much more holistic approach in achieving the best complete line solution. Even before production begins, this means careful packaging design and detailed equipment planning to develop a line that will optimise performance throughout the whole process.”

Among the focuses from Sidel at Brau Beviale will be:

- Sidel complete line solutions, with the emphasis at the show on CSD (carbonated soft drinks) applications. Variety, flexibility and cost-efficiency are essential to the success in this sector of the market. With the Sidel Matrix™ system, Sidel challenges the limits of what one system is capable of, providing more possibilities in the four key areas of line flexibility, product integrity, production efficiency and consumption reduction.
- Sidel Services™, a complete portfolio helping producers increase the value of their beverage production, lower energy consumption and optimise production efficiency and sustainability.
- Packaging solutions. These will feature a number of developments, including the Sidel Actis™ technology for PET bottles - designed to extend beverage shelf life while offering potential for packaging lightweighting. Sidel Actis is now aligned to the latest Sidel Matrix™ platform standards in terms of modular design, automation and components.

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Warszawski continues – "Bringing a beverage idea from concept to industrial reality is more than just supplying the right equipment. We look forward to welcoming visitors to Brau Beviale 2016 and discussing how the technical knowledge and packaging expertise that comes from a full solution partner can add real value."

Brau Beviale is one of the main platforms in Europe for introducing the latest innovations in beverage production. The last event in 2015 saw over 1,000 exhibitors and more than 37,000 visitors. Brau Beviale 2016 will be presented at the Nuremberg Exhibition Centre, Germany, with Sidel exhibiting in Hall 7A, booth 223.



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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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