



PRESS RELEASE

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SIDEL'S CUSTOMER-MAGAZINE LAUNCHES APP FOR IPAD'S

The fifth edition of the award winning magazine Inline is now available with an interactive digital version accessible from the App store for all readers who want to view it on an iPad. 'Inline' shares knowledge on particular topics and industry trends; it highlights key customer projects completed by Sidel and showcases Sidel's latest innovations.

The digital world is changing people's reading habits and Sidel's customers are no exception. By offering this interactive App, Sidel will reach more readers, while providing easier access to the company's award winning magazine. This new App is fully interactive, allowing video content to be viewed and downloadable material to be added.

Back copies of all issues of Sidel Inline are available through the App in English, Chinese, French, German, Portuguese and Spanish, with this issue 5 also additionally offered in Russian for the first time ever.

The focus for Issue 5 is 'Proven Possibilities' and amongst the topics covered is Sidel Matrix™, the new generation of liquid packaging equipment by Sidel. This advanced system was designed from the ground up based on feedback from customers which clearly illustrated the need for a more flexible, modular system that could adapt to their packaging requirements now and in the future.

Nicholas Bloch, Executive Vice President for External Communications at Sidel, comments – "It is important that we continue to develop Sidel Inline, both in terms of content and also in how we deliver that content. This includes responding to the ever increasing influence of the digital world and the impact this is having on the way people source their information. As well as widening the magazine's readership, the new app also brings additional interactive capabilities that are not possible with the printed version. Communicating effectively with our customers is crucial to ensuring that we continue to deliver what the market wants and Inline is an important part of that process."

The next issue of Inline magazine is due out in October.

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About Sidel

Sidel is the leading global provider of PET solutions for liquid packaging. We are also a driving force for glass and can solutions. We are committed to being the most innovative, responsive and reliable partner, providing sustainable solutions for the beverage industry.

Headquartered in Switzerland, we have production sites in 13 countries and 30,000 machines installed in more than 190 nations worldwide. With over 5,000 employees worldwide, we provide optimal PET, glass and can packaging solutions for water, soft drinks, milk, sensitive products, edible oils and alcoholic beverages including beer.

We aim to create value for our customers by giving them A Better Match. This is the tailored solution that caters to their needs exactly. We do this by offering flexible and reliable production systems that are easily adaptable to market developments and future technology, supported by value-added services.

We are Sidel. We are **A Better Match**.

Find out more at www.sidel.com

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