

## PRESS ARTICLE

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### **SIDEL SHOWCASES INNOVATION BREAKTHROUGHS FOR DYNAMIC GROWTH MARKETS AT ASEPTIPAK EUROPE 2014**



**Based on its expertise and commitment to innovation, Sidel has been invited to speak at this year's Aseptipak Europe Global Forum taking place on 18-19 June in Warsaw, Poland.**

Sidel is committed to ensuring global experience backed by local sales and service support through proximity to customers. At the end of 2013 Sidel invested further to support beverage producers in the Europe and Central Asia region and named Frankfurt as its headquarters for the region. Given the growing importance of Eastern Europe, Russia and the CIS states, being physically located at the heart of the continent was a strategic business decision.

Commenting on the participation of Sidel in the Aseptipak event, Torsten Kaiser, Business Development Manager for Europe and Central Asia at Sidel, said – “We’re honoured to be speaking at this prestigious event. I’m particularly excited about the organic growth opportunities across Eastern Europe, so Warsaw is the perfect venue for Aseptipak Europe 2014. Poland is one of our fastest growing markets and one that offers huge potential. So, we’re looking forward to meeting our local customers on their home soil.”

During Aseptipak Europe, Sidel’s Torsten Kaiser and Pawel Warszawski, Account Manager, will present a case history on Fonti di Posina, the Italian co-packer which recently installed Sidel Combi Predis FMa with dry preform decontamination. The presentation, entitled “Recently Launched Breakthrough Technology for Low-Output Aseptic Production of PET Bottles: A Customer Case Study”, will take place on the morning of 19 June.

The introduction of the Combi Predis FMa technology in 2014 at Fonti di Posina removes the need for any bottle rinsing, eliminating the need for water and has enabled lightweighting of the company's 1.5 litre bottles, with **material savings of 20%**. The aseptic PET Combi has achieved **95% efficiency** while allowing the doubling of the current aseptic production capacity. Fitted with an ecological oven, the solution has also created **energy savings of 43%** at the blowing stage.

“Whether it's reducing their TCO or boosting their performance, we are committed to making sure that our technology and equipment can help customers to succeed. It's not only about the fastest equipment; we also help our customers save raw materials and costs by light-weighting their

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packages. And we provide services like employee training and line audits that allow them to increase their know-how”, said Pawel Warszawski.

Additional information on the event is available at [www.aseptipakeurope.com](http://www.aseptipakeurope.com).



*Torsten Kaiser, Business Development Manager for Europe and Central Asia at Sidel*



*Pawel Warszawski, Account Manager at Sidel*



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### **About Sidel**

Sidel is the leading global provider of PET solutions for liquid packaging. 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 3,400 employees worldwide, we provide optimal PET 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 for 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](http://www.sidel.com)

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