



## PRESS RELEASE

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### **SIDEL SUPPORTS CUSTOMERS WITH WEBSITE, CUSTOMER-MAGAZINE AND APP VERSION IN RUSSIAN**

**The website of liquid packaging specialist Sidel is now available in Russian, along with the company's award winning Inline magazine as both a printed version and as a newly launched interactive digital App. This brings the total number of languages to seven, illustrating the ongoing investment by the company in combining global expertise with local support.**

The website development, alongside the introduction of a Russian version of Sidel's customer-facing magazine 'Inline', demonstrates the increasing importance of Russia in the beverage packaging market. In 2012 Russia reached a total volume of 37 billion units, with a forecast growth in units of 3 percent between 2012 and 2016. This growth is expected to come from a variety of sectors, with JNSDIT, CSD and water anticipated to do particularly well with compound annual growth rates (CAGR) of 6 percent, 5 percent and 5 percent respectively. PET remains the most popular packaging type in Russia, growing at 4 percent CAGR, with less reliance on imports due to the gradual growth of domestic capacities.

The addition of Russian to Sidel's website languages follows the recently launched German version. It is also available in English, French, Italian, Spanish, Portuguese and Chinese. Alongside the market growth, another reason cited by Sidel for launching the site is the tendency for business to be conducted in the Russian language, particularly in regions such as Baikal, Siberia and the Far East of the country, as well as in countries such as Kazakhstan and Uzbekistan.

The Sidel website is easy to navigate and drill down to the information required, with a primary search facility by liquid type, packaging material, equipment or services. It provides a wealth of information, including global reference projects, all the latest company developments and an online version of Sidel Inline, the magazine that is now also available in the Russian language and as a new App.

"We were waiting for sidel.com and the Inline magazine to be available in Russian. It's a great opportunity for us to receive the updated news and technologies in a language that we understand. With Sidel we have a long-term collaboration at each stage of the production cycle, and we are sure that downloading training catalogues or choosing the right technology, which will match our needs, will significantly ease our day-to-day work", explains Alexey Shevelev, Chief Engineer of Galanz Bottlers in Kazakhstan.

When it comes to Inline, the magazine focuses even more on customers' business needs, following the Sidel Group brand philosophy of "A Better Match". Inline provides an exciting mix of topics and editorial styles.

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Its content depicts today's and tomorrow's challenges facing the beverage packaging industry and offers first-hand advice to its readers. Sustainability issues and technical innovations, as well as successful customer relationships and insights into Sidel's daily business, form a substantial part of Inline reporting. The latest issue of Inline introduces Sidel Matrix, the new generation of liquid packaging equipment by Sidel ([www.sidel.com.ru/Inline](http://www.sidel.com.ru/Inline)).

Russia is represented by the 'R' in the acronym BRIC – Brazil, Russia, India and China - which are seen as the world's major economies in terms of development. By 2050 it is expected that these four economies will be wealthier than most of the current major economic powers. Sidel supports those countries, along with a number of others, by offering communication material in each of the respective languages.

Visit the Russian language website at [www.sidel.com.ru](http://www.sidel.com.ru).

#### **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](http://www.sidel.com)

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