

## PRESS ARTICLE

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### **Sidel announces new hub for Latin America with opening of Argentina office**



**Sidel has opened a new office in Buenos Aires as part of its ongoing commitment to ensuring global experience backed by local sales and service support through close proximity to customers. The new facility operates as Sidel's South Hispanic hub in Latin America, serving its customers in Argentina, Chile, Paraguay, Uruguay and Bolivia.**

The opening of Sidel Argentina is already proving popular with customers who have been asking for a facility dedicated to the region. Striving to continue to strengthen the long term business partnerships with its customers, Sidel has recognised the importance of being close to them. Moreover, Argentina is the third largest economy and beverage market in Latin America, which provides excellent opportunities for further developing business in the region. The packaging material with the greatest potential is PET, growing at 5% per year up to 2017 in Latin America.

Speaking about Sidel's focus on PET, Dominique Lipinski, Zone Vice President, said: "Our expertise from over 30 years' experience of working with PET ensures we can now better meet our customers' challenges in the South Hispanic part of Latin America."

The new office is located in Puerto Madero, Buenos Aires, with a team that has great local knowledge, dedicated to bringing Sidel's global expertise and know-how to deliver real value to customers locally and help them respond to local market demands.

Commenting on the opening of the new office, Marcos Pilati, Regional Commercial Director for South Hispanic at Sidel, said: "We are all pleased to have an office in Argentina to serve our customers in the region. We are now closer to them and they have already started to experience the benefits over the last few weeks. All customers have given the news a very warm welcome".

Some of the most important customers in the Argentinian market, including Coca-Cola, Amcor, CCU, Nutreco, Aguas Danone Argentina, RPB SA (Baggio), PRODEA, Produnoa and Refres Now have already recognised the positive effects the new presence in the region will bring. One of the visitors, Walter Canido, Operations Director for Refres Now Argentina, said: "The opening of Sidel

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in Argentina reflects the commitment of the company to its customers. I am sure this will reinforce our partnership with Sidel”.

Customers visiting the new office have also been able to increase their knowledge regarding the latest technologies available on the market and how they can support them to create value in their specific plants and processes. Innovations include Sidel Matrix, a system that enables a reliable and safe production method for blowing, filling and labelling, as well as packaging innovations that ensure bottles are lighter yet stay attractive, protect beverages and lead to high consumer satisfaction.

The new office in Argentina also helps customers to ensure smooth production in the long term. Once a solution has been designed and commissioned, a series of tailor-made services are made available for customers to optimise their line performance, lower their operating costs and reduce their environmental footprint.



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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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