

## PRESS ARTICLE

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### SAUDI ARABIAN NOVA WATER MANUFACTURER INSTALLS THE FASTEST PET LINE FROM SIDEL IN THE WORLD



#### **Health Water Bottling to produce 134,000 bottles per hour to meet rising demand for bottled water in Saudi's booming market**

To meet the growing demand for bottled water in the Saudi Arabian market, Health Water Bottling Company (HWB), a leading bottled water supplier in Saudi Arabia which produces water under the Nova brand name, has recently acquired a complete PET line from Sidel which will boast one of the fastest turnover rates in the world. With the new technologically advanced line, which embraces the last generation of Sidel Matrix™ equipment, HWB will be producing PET water bottles in 330 ml and 600 ml formats at a speed of 134,000 bottles per hour by February 2015.

#### **Sustain industry-leading position**

In recent years, demand for bottled water (both still and carbonated) in the Saudi Arabian market has risen dramatically and is forecast to grow even further in future years. Off-trade sales volume of bottled water rose by 52.4% between 2007 and 2012, growing from 1,063 to 1,620 million litres sold, and has come close to surpassing even carbonates' sales. The increase in demand has been attributed to the growing population of Saudi Arabia. The nation recorded a 2% increase in population in 2011 and water, being such a fundamental necessity, drove up the demand for bottled water.



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In light of this increasing demand, the turnout rate of Nova branded bottles is crucial. Sidel's leading technology in PET line solutions will allow HWB to stay at the forefront of this growing market by boosting its annual water production capacity with an additional 134,000 bottles per hour, thereby sustaining its industry-leading position.

### **Sidel chosen as the unique supplier for the new HWB complete line**

During the 15-year relationship between the two companies, HWB has purchased different standalone equipment from Sidel, ranging from blowing machines, to fillers and others. The company was operating lines that featured technologies from several different suppliers, which did not optimise the overall line efficiency in terms of energy cost and wastage. This is one of the reasons for HWB making the subsequent decision to choose one unique reliable solutions provider for a complete line to ensure line performance. Sidel was selected because of its expertise in engineering know-how and the high performance of its equipment and services.

"We have been using Sidel's equipment in our lines for many years now and have consistently been satisfied with their service and after-sales support. We have decided that, due to their superior knowledge and technical capabilities, Sidel would be the best option for us in terms of a complete line," said Harry Nowers, Plant Manager at Health Water Bottling Company.

### **A technologically advanced production line**

Based on the latest proven modular generation of PET bottling equipment, the Sidel Matrix system offers a higher level of performance, very fast changeover times, greater oven efficiency and improved uptime.

With its new complete line acquisition, HWB will benefit from this latest Sidel generation of solutions. The line will be equipped with two Sidel Matrix Combis, integrating blow-fill-cap in one unique enclosure. Because of the neck-handling and positive transfer of bottles between blow moulding and filling, the Sidel Matrix Combi is not bound by the limitations imposed by air conveyors. It will offer HWB greater design freedom in terms of bottle shape and the ability to package lightweight bottles at high speeds. Moreover, its overall efficiency, ergonomic and



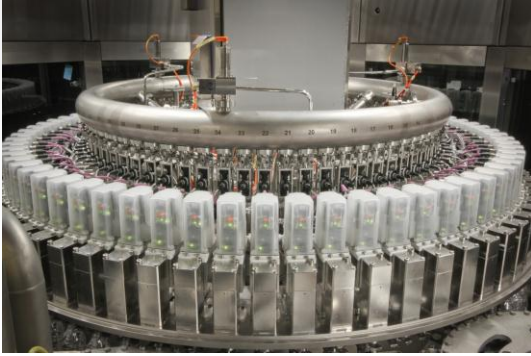
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hygienic design, compact size, easy maintenance and lower energy consumption will all contribute to real cost reductions for HWB.

“Given the large increase in demand for bottled water in Saudi Arabia, there is now a huge opportunity for water providers in the area and we believe that HWB has definitely made a good choice by selecting the Sidel Matrix Combi which will offer great production efficiency and potential bottle lightweighting possibilities. We are globally committed to providing our customers with reliable and innovative technology and are glad to see that our Saudi-based team is striving to uphold that commitment,” said Nicola Barusi, Regional Commercial Manager for Sidel in Saudi Arabia.

Based on 50-years’ experience in blowing and 40-years’ experience in PET, Sidel will also support HWB to reach a very high level of bottle quality due to the company’s blowing process expertise and high energy-efficient process. “Our mission is to constantly push the limits of technology and provide unique and innovative solutions for our customers, and we have definitely demonstrated that with this piece of machinery. We are very proud to have our name on one of the fastest lines in the industry,” said Andrea DelGrosso, Regional Commercial Director for Sidel.

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For editorial and advertising enquiries, please contact:  
Shaw & Underwood PR  
Chris Twigger, Director  
Tel: +44 121 454 5584 / Cell: +44 7795 423796  
[christwigger@shawandunderwood.co.uk](mailto:christwigger@shawandunderwood.co.uk)



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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)