

## PRESS ARTICLE

### Case study

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## LEBANON'S LEADING WATER BOTTLER, TANNOURINE WATER, INCREASES PRODUCTION AND IMPROVES EFFICIENCY WITH NEW LINE AND BOTTLE DESIGN



Sidel, a global provider of liquid packaging solutions, announced that Tannourine Water, one of Lebanon's leading bottlers and distributors of pure and natural mineral water, will have its production capacity increased, after installing a Sidel Matrix™ Combi water line with a capacity of 31,500 bottles per hour. Tannourine Water was also able to improve their current bottle design by integrating the patented Sidel StarLite™ water base, which will further help the Lebanese bottler save energy consumption during blowing and reduce the amount of PET needed, while still retaining a great performing bottle and consumer experience.

Tannourine Water has been sourcing natural mineral water from the Tannourine Mountains for over 30 years, and with its own expertise has been able to source and bottle one of the purest natural mineral waters in the country. The company distributes its products to all of its customers nationwide and even beyond to neighbouring Arab countries, West Africa and Australia. It sells around 150 million litres of water per year, which accounts for the company's leading position in today's competitive global markets. According to figures estimated by Euromonitor, consumption of bottled water in Lebanon is expected to rise from 92.4 litres per capita in 2014, to 95.4 litres per capita in 2015.

"We are confident that the Sidel Matrix Combi line will help us meet our objectives in the market and achieve operational excellence, as the criteria we followed to make our decision included capital cost, maintenance and running costs, technical capabilities and after-sales support," said Georges Makhoul, General Manager of Tannourine Water.

The Sidel StarLite base increases durability, stability and overall resistance of the bottles. Additionally, the design offers a more energy-efficient method of production, allowing producers to blow the bottle with a lower amount of air pressure, resulting in savings in terms of energy and the

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amount of PET used for the overall production of the bottles. The base was designed by Sidel's packaging team, part of its Sidel Services™ business unit, and made available to producers worldwide. A similar base is also available for carbonated soft drinks, offering the same advantages.

“Equipped with the latest proven technologies, our Sidel Matrix Combi system offers a higher level of performance, greater efficiency and improved uptime. We're delighted that Tannourine Water chose our equipment, and we hope to continue working with them to introduce even more innovative packaging solutions into the Lebanese market,” said Karel Brussen, Regional Commercial Manager of Sidel in Lebanon.



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#### About Sidel

Our purpose is to help brands protect the product inside, preserve the planet outside and touch the lives of millions of people every day.

We do so by offering complete and modular PET packaging solutions, including people, services and equipment.

Sidel has over 160 years of industrial experience. With 30,000 machines installed in more than 190 nations, we have been helping producers fill beverage bottles for over 80 years, blow them for more than 50 and label them for more than 35. We have 40 years of aseptic packaging expertise, and were one of the first companies to introduce PET bottles to the beverage industry over 30 years ago.

Part of the Tetra Laval group and headquartered in Switzerland, Sidel has over 50 office locations, 13 production sites and 7 training centres worldwide. Each of our more than 3,400 employees, spread over five continents, is committed to creating the optimum liquid-packaging solution.

We call it **A Better Match** - for our world, our customers and ourselves.

Find out more at [www.sidel.com](http://www.sidel.com) and connect with us



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