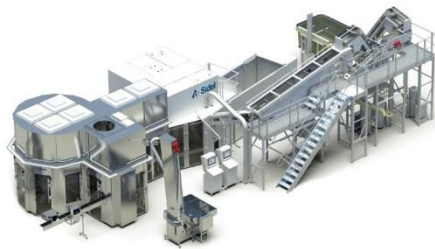


## PRESS ARTICLE

16/09/2015

### FIRST SIDEL MATRIX PROJECT FOR UAE IMPROVING ENERGY EFFICIENCIES AND REDUCING COSTS



**Sidel, the leading global provider of PET solutions for liquid packaging, will be introducing for the first time in the UAE its Sidel Matrix™ Combi system, after being selected by Dubai Crystal Mineral Water and Refreshments LLC to upgrade its factory. The Sidel Matrix Combi, based on the most cost-effective technology of the latest generation of Sidel Matrix systems, will contribute to delivering high level performance and production safety, along with reduced costs and a low environmental footprint. Dubai Crystal Mineral Water and Refreshments is a HACCP and ISO certified company involved in multi-faceted activities with manufacturing and distribution facilities in Iran and UAE for the Crystal and Hatta Mineral Water brands.**

The Sidel Matrix Combi will help the Emirati bottler to produce PET water bottles in 330ml and 500ml formats at a speed of 22,500 bottles per hour (bph) and 1.5l format at a speed of 16,000bph.

Along with the Sidel Matrix Combi system, Dubai Crystal Mineral Water and Refreshments will integrate Sidel's recently launched Sidel StarLite™ base packaging technology which gives added durability, stability, and overall resistance to the PET bottles. It offers a more energy efficient method of production, allowing producers to achieve significant savings on energy and the amount of PET used in the overall production process.

“We have been looking to upgrade our factory with the latest solutions in packaging and bottling innovation, and we chose Sidel because of their proven capabilities and proficiency. With versatility and production savings for PET bottles, Sidel was the best option for us, and we are very certain that our consumers will feel the same,” said Shahram Raheb, Managing Director of Dubai Crystal Mineral Water and Refreshments.

#### **Line Flexibility, Innovative Designs, and Lightweighting**

The Sidel Matrix Combi system integrates the blow-fill-cap function in one single enclosure, with neck-handling and positive transfer of bottles, which avoids limitations imposed by air conveyors.

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It brings together all the benefits of blowing and filling innovations in an integrated solution which delivers outstanding energy efficiency while simultaneously cutting costs. The machine offers savings in raw materials with light or ultra-lightweight bottles, as well as reduced consumption of air, water, chemicals and energy.

“The Combi’s overall efficiency, its compact size, ergonomic design, easy maintenance and lower energy consumption can all contribute to further reductions in producers’ costs. We are confident that the line will help Crystal Water meet their objectives in the market and achieve operational excellence,” said Harbinder Kathuria, Regional Commercial Director of Greater Middle East at Sidel.

The beverage sector is expected to continue growing in the UAE across various categories. In 2014, the consumption of water, the most consumed beverage item, stood at around 1.05 billion litres and is due to grow by a compound annual growth rate (CAGR) of 6.5 per cent over the next four years to reach 1.35 billion litres by 2018.



*The Sidel Matrix™ Combi system integrates the blow-fill-cap function in one single enclosure, with neck-handling and positive transfer of PET bottles.*



*Sidel StarLite™ base packaging technology gives added durability, stability and overall resistance to the PET bottles.*

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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 165 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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