

PRESS ARTICLE

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SIDEL'S INLINE MAGAZINE DEDICATED TO PET FOR THE BEVERAGE INDUSTRY WINS GOLD AWARD



Issue No 7 of Sidel Inline magazine, winner of a 2015 Gold Stevie Award

Sidel Inline is fully dedicated to PET and published as both a printed and electronic interactive magazine

Inline, the Sidel customer-facing magazine which is fully dedicated to PET, has won yet another award with the announcement that it has achieved gold in the 2015 Stevie® International Business Awards.

The magazine, which is published in seven languages and distributed worldwide to more than 10,000 stakeholders in the beverage industry, covers a wide range of current topics relating to PET as a sustainable liquid packaging solution. Receiving gold in the category 'Best Marketing or Sales Brochure or Kit' is the latest in a number of awards which include previous Gold and Silver Stevie Awards and a Silver Astrid Award.

Sharing knowledge on beverage industry issues

Nicholas Bloch, Executive Vice President for Group Communications at Sidel, said – “It is very rewarding to get recognition for the quality of the magazine’s content from the awards’ judges, adding to the positive feedback we receive from beverage producers who clearly see its value to them. The objective of Inline magazine has always been to address the current issues that we face in the beverage industry and we cover many subjects: from the latest innovations in PET bottling technology to the wider challenges such as improving sustainability in beverage packaging.

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We also publish case studies on beverage producers from all over the world to demonstrate how they are maximising the considerable potential that PET offers.”

Inline magazine No. 7 was the issue submitted for the 2015 Stevie Awards, with articles including an interview with one of the world’s pioneers in PET recycling and a number of case studies, including one on Argentinian company Refres Now which has achieved a 17% reduction in energy consumption through Sidel’s biggest ever Combi solution for filling carbonated soft drinks. Inline magazine is published in both printed and interactive digital formats, with Issue No. 8 now available. Features in this issue include a cover story with Joanna Yarbrough, Head of Packaging Research & Development at Nestlé Waters and a look at the importance of innovation in staying ahead in the beverage industry with Isabelle Maillot, Vice President of Product Innovation at Sidel. Electronic interactive versions of all Inline magazine issues are available for tablets via the App store in English, Chinese, French, German, Portuguese, Russian and Spanish.

Truly international representation

The annual Stevie Awards are now in their 12th year and reward businesses and individuals worldwide in different categories. The 2015 awards saw some 3,700 nominations from more than 60 countries, with more than 200 leading names from all areas of business participating in the judging process which involves four months of preliminary judging before two weeks of final judging at which the winners are decided.

Further information on PET as a packaging solution is available at sidel.com/PET.

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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 countries, we have been helping producers fill beverage bottles for over 85 years, blow them for more than 50 and label them for more than 40. We have over 40 years of aseptic packaging expertise, and were one of the first companies to introduce PET bottles to the beverage industry over 35 years ago.

Part of the Tetra Laval group, Sidel has offices worldwide, including 8 production sites and 8 training centres. All our experts are 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 and connect with us



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