



## PRESS ARTICLE

14/01/2016

### SIDEL TO SUPPORT PEPSICO FRANCHISEE IN PAKISTAN TO KEEP UP WITH MARKET DEMAND



**Pakistan Beverage Limited (PBL) is one of the leading beverage producers in Pakistan and has once again selected Sidel, the leading global provider of PET solutions for liquid packaging, to boost its products' quality and production efficiency to meet increased market demand. The Standalone SBO8 Universal2Eco blower for Carbonated Soft Drinks (CSD) is the second blower that PBL has purchased from Sidel in less than a year, with the aim of combining high output rates with exceptional reliability at the company's production facility in Karachi, Pakistan.**

"At Pakistan Beverage Limited, we always strive to operate reliable equipment that can help us keep up with the market demand. We have worked with Sidel for almost two decades, and with the use of their machines and innovative solutions, we have seen our production capacity increase." commented Ronnie Daruwalla, Group Director of Manufacturing Operations at PBL.

#### **Growing market demand, growing need for Sidel Services**

In Pakistan, the CSD category is second only to milk in terms of quantity consumed. According to industry estimates, the consumption of CSD was estimated at 825.9 million litres in 2015 and projected to exceed one billion litres by the end of 2019 through a Compound Annual Growth Rate (CAGR) of 7.4 per cent. With this growing consumer demand comes the need for greater production volume at an increased level of efficiency.

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That is why PBL renewed its confidence in Sidel following the success of its first SBO Universal2eco blower, which already performs in terms of bottle quality, sustainable and reliable production for multi-serve packages while optimising operating costs. After installing this second Sidel SBO8 Universal2Eco blower, PBL will be producing 16,000 bottles per hour for 500 ml, 1.5 litre and 2.25 litre bottles. Equipped with Ecoven technology, it reduces electricity consumption and offers a large heating reserve and fast heating to facilitate high output. It also delivers excellent heat treatment precision, which ensures identical PET bottle characteristics and quality. This technology, which has made this SBO range of blowers so successful, has been carried through in the development of the latest modular generation of Sidel Matrix™ blowers and Combis.

"With the positive and long-standing partnership between us and Sidel, we were always confident that Sidel's equipment and services would enable us to maintain our reputation and competitive advantage in the beverage industry in Pakistan and are happy to be collaborating with a trustworthy solutions provider once again," added Yasin Kassam, PBL's Managing Director.

"Sidel has been operating in Pakistan since 1993, during which time we have built a solid presence in the market, working towards providing innovative packaging solutions to cater to the specific needs of our customers. Throughout these years, we have maintained and built many strong relationships with bottling companies. This success is mainly attributed to the exceptional after sales services we provide, and the quality of our machines that cater to every customer individually," stated Talha Taha, Regional Commercial Manager for Sidel in Pakistan.

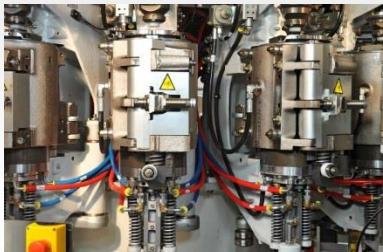
PBL currently consists of five manufacturing sites which include the Karachi facility, Yasir Fruit Juice, Hyderabad Plant, Quetta Plant and the Aquafina site.

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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](http://www.sidel.com) and connect with us



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