

PRESS ARTICLE

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SIDEL'S MAGAZINE 'INLINE' WINS ANOTHER AWARD FOR MAKING A DIFFERENCE IN THE BEVERAGE INDUSTRY



Sidel's customer magazine, Inline, which is dedicated to PET as a sustainable liquid packaging solution, has won gold in the 2015/2016 Mercury Excellence Awards. Presented in the category 'Best Company Brochure', the award recognises clear, creative and relevant communication that has made a difference in its respective industry. The magazine is published in seven languages and distributed worldwide to more than 10,000 stakeholders in the beverage industry.

"We know from customer feedback that Inline magazine is appreciated for its thought-provoking and relevant content, which helps beverage producers gain insights that can add real value to their businesses," comments Nicholas Bloch, Executive Vice President for Group Communications at Sidel. "For example, the opportunity to learn from others' experiences through the case studies we feature on PET bottling applications. We always strive to address the latest topics affecting the beverage industry from various perspectives across the supply chain."

The winning issue, Inline No. 8, features a cover story with Joanna Yarbrough, Head of Packaging Research & Development at Nestlé Waters, and also looks at the importance of innovation in staying ahead in the beverage industry with Isabelle Maillot, Vice President of Product Innovation at Sidel. The issue also covers a number of case studies, including one on Brazilian dairy producer

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Jussara, which recently differentiated its brand by packaging UHT milk in PET bottles with a Sidel aseptic complete line solution.

Inline is published in both printed and digital formats, with electronic interactive versions of all issues available for iOS tablets via the App Store in English, Chinese, French, German, Portuguese, Russian and Spanish.

Recognising creativity and quality

The Mercury Awards have rewarded businesses worldwide in different categories for over a quarter of a century. They recognise excellence, creativity and quality of effective communication materials.

Some of the elements considered in the judging process are: how effectively the material meets the stated objectives; how well the material is communicated to the target audience; use of imaginative and original solutions; the use of material to illustrate and clarify the information; and the overall expression of the message.

The awards were set up with the aim of ensuring fairness and impartiality. The organisation behind the awards is the only independent body in the world that accepts no advertising, membership fees or outside sponsorship.

The Gold Mercury Excellence Award follows an earlier triumph, as Sidel's Inline magazine was recognised recently in the 2015 Stevie® International Business Awards' category of 'Best Marketing or Sales Brochure or Kit'. It has also won a number of other awards, including previous Gold and Silver Stevie Awards and a Silver Astrid Award.

Further information on PET as a packaging solution is available at sidel.com/PET. The Inline magazine itself can be accessed at sidel.com/inline.

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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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