

PRESS ARTICLE

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SIDEL TO HIGHLIGHT LATEST INNOVATIONS IN PET LIQUID PACKAGING AT DJAZAGRO 2016



Sidel will be participating at DjazAgro, one of the Maghreb region's leading international tradeshows for the food and beverage industry. Taking place in Algeria from 18-21 April 2016, DjazAgro sees the return of Sidel for the 9th year in a row, presenting its innovations in equipment and services in PET liquid packaging that support producers in North Africa's first market.

Algeria is an important market for Sidel's customers. Bottled water is currently the most consumed beverage item in the Maghreb region and is expected to continue to retain and even extend this leading position. Over the next three years, 70 per cent of market growth is projected to come from the water category, with 65 per cent of this increase coming from Algeria alone. Consumer expenditure on mineral waters, soft drinks, fruit and vegetable juices were around 27 per cent higher in Algeria than the world average in 2015. These categories are forecast to continue to rise in value by 2.4 per cent CAGR (compound annual growth rate) over the period 2015 to 2020¹.

With this rising demand, Sidel will be highlighting its latest developments through which customers in the Maghreb region can capitalise on the opportunities presented. This includes the Sidel Matrix™ system for water, innovations in water and juice PET packaging solutions, as well as value-added services to maintain and improve line performance. Sidel has extensive experience in these beverage categories. Recent Sidel innovations for water include the development of Sidel RightWeight™, a 0.5 litre PET water bottle which weighs only 7.95 grams and represents a 34 per cent weight reduction compared to the average commercial bottle. Juices, teas and sport drinks are one of the

¹ Figures from Euromonitor, February 2016

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biggest growth areas globally and Sidel is at the forefront of innovations, providing tailored PET packaging solutions to ensure that these sensitive beverages are handled safely. Sidel's expertise has featured in many successful projects in Africa: these include the first aseptic PET line in the region which is bottling flavoured water; an ultraclean Combi line packaging natural mineral water in five bottle formats; and a line for PET packaging of soft drinks for one of the leading bottlers in Algeria.

Commenting on Sidel's participation at the event, Dominique Martin, Sidel's Regional Commercial Director for Africa, said – "We are exhibiting at DjazAgro as we recognise the opportunity to meet and discuss the challenges our customers face and a chance to highlight the latest developments we have for the PET liquid packaging market. Maghreb offers significant growth opportunities for beverage producers and we will continue to support our customers in providing innovative PET bottling solutions to meet consumer trends."

Sidel will also be introducing BSM (Beverage and Services – Maghreb), the company's newly appointed agent in Algeria and Morocco. This is part of Sidel's ongoing commitment to providing global experience backed by local sales and service support through proximity to customers. Bassam Ousaffi, Sidel's Regional Commercial Director, Maghreb, comments – "We have served Maghreb for over 40 years, with almost half of our customers in the region based in Algeria. It continues to be a dynamic market which is developing and expanding and we welcome BSM in helping us to further extend our resources and build on our ability to respond quickly with spare parts and field service engineers at a local level. This is supplemented by our global team providing 24/7 technical support on dedicated hotlines, along with instant emergency troubleshooting via remote access."

Sidel will be exhibiting as part of the French Pavilion (Stand 2C 035) at DjazAgro 2016 which will take place at the Safex Exhibition Park in Algiers from 18-21 April, 2016. In 2015, Sidel saw some 350 visitors over the four-day event and with 700 exhibitors from 31 different countries taking part in 2016, it promises to be an important event for food and beverage processing companies.





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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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