

PRESS ARTICLE

26/04/2016

SIDEL TO PRESENT LATEST INNOVATIONS AT IRAN FOOD + BEV TEC 2016 TO SUPPORT BEVERAGE PRODUCERS IN THE REGION



Sidel will be participating at Iran Food & Bev Tec 2016, set to be the biggest ever in the event's 23-year history. Taking place at the Tehran International Fairgrounds from 30 May to 2 June, Sidel will be presenting its innovations in equipment and services in PET liquid packaging that support producers in Iran and its surrounding regions.

Iran is an important market for Sidel and offers opportunities for significant further growth for beverage producers, particularly in light of the recent lifting of sanctions which are opening up commercial markets. The soft drinks sector is a particular growth area, with Iran representing 16% of the total volume for the Greater Middle East (GME) at 9 billion litres and forecast to grow by an additional 2 billion litres from 2016 to 2020. The consumption of bottled water is also growing, with projections indicating that Iran will achieve the highest compound annual growth rate (CAGR) in the GME region over the period 2015 to 2020 at 12.9 per cent¹.

¹ Figures from Euromonitor, February 2016

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With this rising demand, Sidel will be highlighting its latest developments through which customers in Iran can capitalise on the opportunities presented. This includes the Sidel Matrix™ system for water, innovations in water, juice and non-alcoholic beer PET packaging solutions, as well as value-added services regarding PET bottle design and original spare parts to help producers lower their total cost of ownership. 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 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 GME: these include working with a major producer of juices on an aseptic complete bottling line solution to introduce PET bottled juices in the Iranian market; the upgrading of a water PET bottling line in the UAE to achieve annual cost savings of 25 per cent; and the first Sidel Matrix Combi system in Dubai, producing PET water bottles in 330ml and 500ml formats at a speed of 22,500 bottles per hour.

Commenting on Sidel's participation at the event, Harbinder Kathuria, Sidel's Regional Commercial Director for GME, said – "The growth opportunities in the Iranian market are considerable, highlighted by an increase of 84 per cent in imports of food and beverage processing and packaging equipment in recent years. Industry experts see the levels of Iranian imports easily doubling over the coming years."

Talha Taha, Sidel's Regional Commercial Manager for Iran, continues – "In exhibiting at Iran Food & Bev Tec we recognise the opportunity to meet and discuss the challenges our customers face and the chance to highlight the latest developments we have for the PET liquid packaging market, supporting our customers in providing innovative PET bottling solutions to meet consumer trends."

Sidel will be exhibiting on Stand 38.4.11 as part of the French Pavilion at Iran Food & Bev Tec 2016 which will take place at the Tehran International Fairgrounds from 30 May to 2 June. More than 500 exhibitors are expected to participate in the four-day event in 2016, compared to 370 in 2015, with exhibitors representing over 20 countries, including 13 official national pavilions.



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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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