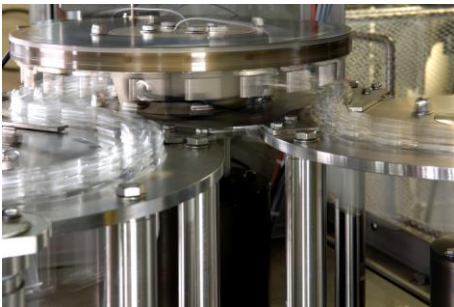


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SIDEL HIGHLIGHTS INNOVATIONS IN ASEPTIC TECHNOLOGY FOR GROWTH MARKET AT IRAN PET 2016



Based on its expertise and commitment to innovation, Sidel has spoken about the latest aseptic bottling and filling technologies at Iran PET 2016, the first and only conference dedicated specifically to PET in Iran. The event took place from 11-12 April in Tehran.

Harbinder Kathuria, Sidel's Regional Commercial Director for Greater Middle East (GME), presented at the two-day conference. He highlighted the importance of product safety and integrity, and the role that aseptic bottling and filling has in that process. During his presentation, Mr Kathuria spoke of the growth of PET use in the Iranian market. With its population of almost 80 million, strong middle class consumerism and the associated purchasing power that this brings, Iran is experiencing increased demand for water, juices and other beverage categories. In the soft drinks sector Iran represents 16% of the total volume for GME, with growth of a further 2 billion litres forecast from 2016 to 2020¹.

He also covered the trends and innovations that are driving the market and how product safety is a fundamental requirement in beverage processing and packaging. Mr Kathuria outlined Sidel's commitment in this area, discussing barrier packaging solutions in PET and the Sidel Predis™ dry preform decontamination technology, which has seen over 20 billion bottles produced globally by over 90 systems that are currently in use. He spoke of how Predis is now available for the company's latest generation of modular Sidel Matrix™ blowing and Combi equipment: the new Sidel Matrix Combi Predis FMa gives beverage producers the benefits of cost-efficiency and an improved environmental footprint. Among the more recent customers recognising the added value that Predis offers is Jussara, a

¹ Figures from Euromonitor, February 2016

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Brazilian dairy producer. The company's UHT milk is standing out on the shelves in a market dominated by carton as it is packaged in PET bottles produced on a complete Sidel aseptic line.

Commenting on the participation of Sidel in the Iran PET 2016 conference, Mr Kathuria said – “We were honoured to be invited to speak at this prestigious event. We have been involved in supporting customers in Iran for over 30 years, helping them lower their total cost of ownership through our equipment and service offering. The conference provided an excellent opportunity to discuss the growth and potential in what is a dynamic market and how the latest developments in aseptic bottling technology will contribute to this growth.”

The conference was presented at the Parsian Asadi Hotel and saw the speakers and visiting delegates discussing a wide range of beverage and packaging industry issues as the market continues to evolve. These included the feedstock advantage and how that affects the resin trade shift; the implications for innovation as converters set-up operations in Iran; and the impact of foreign beverage and food packaging brands entering the market. Mr Kathuria concluded – “When markets are growing, it is more important than ever to be introducing new and innovative PET bottling solutions to meet changing consumer trends.”



Mr Harbinder Kathuria, Regional Commercial Director for Greater Middle East, Sidel



Delegates at Iran PET 2016, where a wide range of beverage and packaging industry issues were discussed.

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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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