

## PRESS ARTICLE

23/10/2018

### Sidel Group's game-changing solutions at Gulfood Manufacturing



**At the Middle East's biggest food and beverage processing industry event, taking place in Dubai from the 6th to 8th of November, Sidel and Gebo Cermex will present innovations that help liquid packaging manufacturers, co-packers and brand owners achieve long-term superior performance throughout the entire lifecycle of their packaging lines.**

#### **Advanced competitiveness in a fast-changing market environment**

At booth F1-7 in the Dubai World Trade Centre, Sidel and Gebo Cermex will be showcasing the Group's capabilities as a full solution partner and a globally renowned expert in packaging development, machinery, production and services. Having a single supplier, fully responsible and committed to the line's performance and efficiency is required in a number of different areas to achieve the full potential of a turnkey project. Harbinder Kathuria, Vice President Sales MEA & India at Sidel, comments "Complete line solutions are a logical choice since they simplify the customers' reality from purchasing, installation and commissioning and, most importantly, throughout the line's operational lifetime. This is particularly true in this region, where all the beverage categories are expected to show growth in the next three years with water expected to grow by a staggering 11% CAGR<sup>1</sup>."

Another key Sidel highlight at Gulfood Manufacturing this year will be the company's Aseptic Combi Predis™, as Harbinder underlines: "This is the world first FDA-validated, integrated blow-fill-seal solution with dry preform sterilisation, ensuring an aseptic production that is flexible, cost-effective and safe." Additionally, visitors to booth F1-7 will enjoy a first-hand experience of the company's RightWeight™ 0.5 litre bottle for still water – the sweet spot between resource savings and a great consumer experience. This packaging solution offers a superior consumer

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<sup>1</sup> Euromonitor International

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experience while weighing just 7.95 grams – 34% less than the average commercial bottle. With top-load performance of 33 kilograms, this unique packaging solution fully protects product quality throughout the distribution chain.

### **Greater flexibility and uptime, without compromising package integrity**

Simone Mondini, Region VP MEA, Gebo Cermex, comments on the company's showcase, "Our AQFlex® is an all-in-one product handling technology, able to accommodate any product, whatever the application, whatever the market, in all container materials, formats and shapes, full or empty, while also enabling automatic changeovers and ensuring total care of product integrity. Thanks to its radically new approach of conveying and accumulation, AQFlex delivers unprecedented packaging line performance."

Among their end-of-line solutions for the beverage, food, home and personal care markets, Gebo Cermex is also presenting the award-winning CoboAccess™\_Pal. This cobotic palletising cell is a compact and robust solution: designed to complement low-speed lines, it contributes to line efficiency, reliability and – especially – increased welfare for operators.

The recently launched EvoFILL Can will also be in the spotlight at Gulfood Manufacturing: this new Sidel filler offers improved hygienic conditions and a high degree of flexibility for the filling of top quality aluminium cans.

More information on Sidel's and Gebo Cermex's participation at Gulfood Manufacturing is available at: [sidel.com](http://sidel.com) and [gebocermex.com](http://gebocermex.com).



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### About Sidel Group

The Sidel Group is formed by the union of two strong brands, Sidel and Gebo Cermex. Together, we are a leading provider of equipment and services for packaging liquid, food, home and personal care products in PET, can, glass and other materials.

With over 37,000 machines installed in more than 190 countries, we have nearly 170 years of proven experience, with a strong focus on advanced systems, line engineering and innovation. Our 5,000+ employees worldwide are passionate about providing complete solutions that fulfil customer needs and boost the **performance** of their lines, products and businesses.

Delivering this level of performance requires that we continuously **understand** our customers' challenges and commit to meeting their unique goals. We do this through dialogue, and by understanding the needs of their markets, production and value chains. We complement this by applying our strong technical knowledge and smart data analytics to support maximum lifetime productivity to its full potential.

We call it **Performance through Understanding**.

Find out more at [www.sidel.com](http://www.sidel.com) and [www.gebocermex.com](http://www.gebocermex.com), connect with us and get the latest updates on Twitter



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