

PRESS ARTICLE

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Sidel to unleash its latest innovations at Pack Expo International in Chicago



Exhibiting as part of the Sidel Group, along with Gebo Cermex, Sidel will join Pack Expo International in October (Booth S-2901), showcasing its complete packaging line expertise in the beverage, food, home and personal care sectors. A special focus will be on the new EvoDECO – Sidel’s most flexible labelling portfolio – the company’s longstanding experience with aseptic applications and the Super Combi, designed and engineered as a single smart solution, bringing equipment intelligence to today’s production.

Pack Expo International, the largest packaging event in North America will take place from the 14th to 17th of October at the McCormick Place in Chicago, Illinois, bringing together end users and suppliers from the packaging industry.

Performance-optimised technologies to handle SKU proliferation

In North America, as in many other parts of the world, it has never been more important to stand out from the crowd than in today's competitive market. Precise application of high-quality labels is a critical component of an excellent brand experience. A growing variety of beverage types and bottle formats has made labelling increasingly challenging, turning production flexibility into a valuable benefit. To meet these demands, the new Sidel EvoDECO labelling solutions, available either as a modular multi-technology or as dedicated-technology equipment, are designed for total flexibility and optimised for unmatched performance. Visitors to the Sidel Group stand at Pack Expo International (Booth S-2901) will discover how EvoDECO labellers give producers the ability to choose solutions based on their specific labelling needs and output levels.

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Flexible, safe and cost-effective aseptic PET packaging

As the market leader in aseptic PET and notably for liquid dairy products (LDP), based on 40-year aseptic packaging expertise and over 35 years of experience in PET, Sidel can leverage a list of business successes to explain why many LDP players worldwide have been moving their production to PET. A clear proof point of Sidel's leadership in aseptic applications is the company's Aseptic Combi Predis™: the solution merges dry preform sterilisation with aseptic blowing, filling and sealing functions within a single production enclosure. More than 130 Aseptic Combi Predis installations worldwide are a clear endorsement of this technology. Sidel recently received Food and Drug Administration (FDA) approval for its Aseptic Combi Predis blow fill seal filler, making the solution the world's first – and only – aseptic PET filling equipment with dry preform sterilisation validated for low acid manufacturing and commercial distribution in the US market.

Smart solutions, a key ingredient for today's production

To stay competitive in an evolving market requires not only flexibility but also smart solutions built on global expertise and technology. Sidel Super Combi – another highlight of the show – integrates five process steps into one single system: preforms feeder, blowing, labelling, filling/capping and caps feeder. By encompassing equipment intelligence, it enables continuous production optimisation and enhanced performance. This makes it the ideal solution for maximising water and carbonated soft drinks (CSD) production and increasing line efficiency, while reducing total cost of ownership.

From initial design to long-term superior performance

Packaging increasingly plays a key role in any marketing mix; it must be eye-catching to differentiate brands in the marketplace with dependable performance all the way from concept to consumer. Sidel applies its extensive PET packaging expertise from the initial, unique design to package optimisation, from qualifying performance to ensure food safety and reducing production costs, therefore delivering long-term superior performance. Stephane Hacpille, Vice President Sales, North America, explains, "Our complete line solutions bring to the market a full set of possibilities to face today's challenges in the packaging industry. By continuously listening to our clients and understanding their needs we secure the right answer, but our work doesn't stop there. Through our aftersales support and strong focus on customer proximity, we ensure increased competitiveness by building, maintaining and improving performances of their production lines."

Pack Expo international is expecting to receive more than 2,500 exhibitors and 50,000 visitors, which makes it the most important packaging industry event in the region.

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More information on Sidel is available at: sidel.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 and connect with us



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