



PRESS ARTICLE

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Sidel Group acquires PET Engineering to strengthen and diversify packaging solutions portfolio



On October 11, the Sidel Group concluded the acquisition of PET Engineering Srl, further expanding the company's portfolio of packaging solutions. "With packaging increasingly playing a key role in any marketing mix, we are confident that Sidel and PET Engineering's complementary strengths in packaging design, qualification and blowing process will bring the Sidel Group more business opportunities while offering customers a diversified choice of partners to materialise their creative requirements," comments Pavel Shevchuk, Executive Vice President Services, Sidel Group.

Founded in 1999 and based in San Vendemiano, Italy, PET Engineering has 40 employees. An agile, flexible company with a strong name in creative packaging design, PET Engineering has solid blowing process knowledge and expertise and enjoys a loyal global customer base. Their integrated approach between design, engineering and industrialisation and the capacity to create a delicate balance between technical feasibility and creativity helped PET Engineering win prestigious packaging awards: to name but a few, last year the company has received the WorldStar Award in the Beverage category and, in 2018, the Golden A' Design Award in Packaging Design.

Two strong players, more capabilities

"PET Engineering is perfectly established to help Sidel expand its packaging offering – especially regarding the design of containers for water, soft drinks, liquid dairy products and beer," says PET Engineering CEO Moreno Barel. "Through this acquisition, we are also diversifying our packaging services portfolio to better meet our customers' needs," Pavel continues. "Packaging design has a critical impact on the whole supply chain efficiency and therefore is a key enabler of our brand promise - *Performance through Understanding* – and of the strategy behind it. This move will ultimately translate into solid value for the Sidel Group."

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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 www.gebocermex.com, connect with us and get the latest updates on Twitter



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