

PRESS ARTICLE

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Better service, closer proximity: Sidel opens new office in Moscow



Sidel has opened a new office in Moscow to better serve its more than 150 customers in Russia and the surrounding Commonwealth of Independent States. Sidel has been working with key players in the food, beverage, home and personal care markets in this vast area for more than 20 years. This latest opening marks the next step in the company’s strategy to establish dedicated offices in close proximity to its customers, to offer global experience together with genuine local sales and support.

Anatoly Rozentsvit, Sales Director DACH, CEE & RCIS Sidel, said on the opening of the new Moscow office: “The Russian economy is currently recovering from a two-year recession. With more than 700 pieces of equipment installed across various sites in this region, it is really important for Sidel to accompany our clients in this recent upswing – and grow our own business accordingly.”

In 2017, the real GDP in the Russian economy rose by 1.5% and a growth of about 1.6% has been predicted for 2020. According to Euromonitor International, in Russia especially, the Soft Drinks category is expected to show positive dynamics during this forecast period.¹

Accordingly, sales of non-alcoholic beer are growing in all respective RCIS states, amidst a background of falling beer sales. Particularly in Ukraine this category is expected to expand further until 2020 and by then post the highest CAGR in total volume terms.²

¹ Euromonitor 2018

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Anatoly Rozentsvit commented further, “Producers of beverages and FHPC goods need solutions, which guarantee performance across their entire supply chain. This can be ensured by delivering quality, reliability, predictability and flexibility together with the smallest possible environmental impact, a reduction in the use of resources and low total cost. To secure such performance, we need to thoroughly understand our customers’ requirements, their markets, and their consumers’ needs. Sidel can meet all these demands, not only through our innovative solutions, but also with the expert support and services we provide.”

By opening the new office in Moscow’s Savyolovsky district, the administrative district situated to the north of Moscow’s city centre, Sidel is making the best of use of this excellent positioning within the Russian capital in a new and modern building. Visitors and customers will be able to enjoy the advantages of a representative environment located near the city center, offering a central and strategic location with easy transportation access via metro, highway, railway and airport, close to customers and prospects. The new offices house the sales, after-sales, customer care and field service functions for Sidel, all dedicated specifically to the RCIS area.

“This is what our promise, ‘Performance through Understanding’, is all about. It is key to achieving the customers’ goals, to maintain and – eventually – to improve the performance of their operations. Our new office will emphasise the competence of Sidel, providing complete packaging solutions, including equipment, line engineering and smart data expertise and services, for drinks, foods, home and personal care production, in PET, can and glass,” Rozentsvit concluded.

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Sidel is a leading provider of equipment and services solutions for packaging beverage, food, home and personal care products in PET, can, glass and other materials.

With over 40,000 machines installed in more than 190 countries, we have nearly 170 years of proven experience, with a strong focus on the factory of tomorrow with advanced systems, line engineering and innovation. Our 5,500+ employees worldwide are passionate about providing solutions that fulfil customer needs and boost the **performance** of their lines, products and businesses.

Delivering this level of performance requires that we stay flexible. We continuously ensure we **understand** our customers' changing challenges and commit to meeting their unique performance and sustainability goals. We do this through dialogue and by understanding the needs of their markets, production and value chains. In turn, we apply our solid technical knowledge and smart data analytics to ensure lifetime productivity reaches its full potential.

We call it **Performance through Understanding**.

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