

PRESS ARTICLE

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“Global innovation, powering the future”: Sidel’s BoostPRIME wins the coveted 2019 Marking Prospective Award



Sidel was announced as one of the winners of the innovative and industry changing 2019 Marking Awards. On April 23rd, the company received the Marking Prospective Award for its latest packaging solution, BoostPRIME™. The ceremony took place during the Food & Beverage Innovation Forum (FBIF) in Hangzhou, China.

The Marking Awards, initiated and held at the Food & Beverage Innovation Forum (FBIF), urge the packaging industry towards innovation and technological advances that challenge the market towards new ways for food and beverage packaging optimisation and consumption. Launched in 2016, this award scheme is open to brand owners, design and advertisement agencies, as well as packaging suppliers and freelance designers and is welcoming entries under two categories: in-market entry and conceptual entry. This year, the organisers received more than 500 entries from 200 global brands and agencies, one of which was Sidel’s winning solution, BoostPRIME.

The jury rewards and acknowledges excellence in beverage products, packaging, marketing and sustainability, demonstrated by their recognition of Sidel’s packaging design excellence. The leading provider of equipment and services solutions for packaging beverage, food, home and personal care products in PET, can, glass and other materials has more than 50 years of design expertise, with an in-house packaging design team that is responsible for 8,000 new bottle designs and drawings created every year.

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BoostPRIME – A patented breakthrough PET hot fill packaging solution

Sidel's BoostPRIME won the Marking Prospective Award in the in-market category for the commercial, marketing, and functional benefits it offers. BoostPRIME is a unique PET packaging solution which presents a great alternative for hot-filled beverages in PET bottles. It opens the door to premiumisation and revenue generation with no compromise on packaging performance and the consumer experience. This solution addresses mainly the single-serve market of JNSDIT (juice, nectar, soft drink, isotonic, tea), filled in PET bottles up to 1.2L at temperatures of 85-88°C.

"Through this packaging solution, manufacturers, co-packers and brand owners are able to bottle their products with freedom of shape and design, allowing for greater marketing and product differentiation thanks to the removal of the technical constraints presented by the bottle vacuum. The smoother labelling surface with no vacuum panel clearly expands the branding opportunities," highlights Scarlet Chen, Vice President Beverages Equipment Sales & Services Greater China.

The award judges also appreciated BoostPRIME for its significant PET resin savings: the solution makes it possible to lightweight the bottle by 30% in comparison to regular HR PET bottles. Moreover, it offers the possibility to switch from sleeve to roll-fed labels, with an estimated ten-time reduction in label costs. Lastly, the label quality is also improved due to an inner bottle pressure during the label application.

"The consumer experience is increased, as handling the packaging is more convenient. Although it is light, the bottle is just as strong when cooled because the inner bottle pressure stemming from the base inversion reduces the risk for deformation," Scarlet adds.

FBIF is one of the most influential conferences in the food and beverage sector for the Asia Pacific region, therefore attracting the top global and Chinese companies in the industry. The event collects, displays and analyses the most successful business cases and the most creative ideas, offering valuable insights in future trends for decision makers as well as facilitating a healthy development for the whole food and beverage industry. As a 'Thought Leader' and 'Innovation Partner' with next generation technology, Sidel joined the conference and the exhibition, which – this year – was held under the title "Global innovation, powering the future". During the show, Sidel's booth attracted more than 500 visitors, who showed great interest in the company's innovation offerings.

For more information on the award, visit: <http://markingawards.com/en/>

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For more information on Sidel's BoostPRIME, visit:
<https://www.sidel.com/en/packaging/boostprime-sv1-49>



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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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