

PRESS ARTICLE

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Sidel at BrauBeviale 2019: Performance all along the beer line



At this year's BrauBeviale in Nuremberg, taking place from the 12th to 14th of November, Sidel (Booth 223, Hall 7a) will showcase solutions for tomorrow's beer lines, focusing on designing, building and maintaining advanced performance throughout the production assets' entire lifecycles.

In the dynamic European market, glass and can bottles are estimated to thrive over the next few years, predicted to increase at a Compound Annual Growth Rate (CAGR) of 2.8% for non-alcoholic, and of 3.7% for alcoholic beverages, until 2022. This trend especially holds true for the beer market, where can and glass already represent 81% of the packaging materials used.¹ As a leading provider of equipment and services solutions for packaging beverage, food, home and personal care products in PET, can and glass, Sidel will shine a spotlight on their complete solutions for the beer industry at BrauBeviale 2019, always with the goal of securing maximum drink quality, food safety and production flexibility for their customers.

The new generation of can and glass filling

At Booth 223 in Hall 7a, the company will display EvoFILL Can and EvoFILL Glass, expanding the benefits of the proven Sidel Matrix™ platform to can and glass filling, respectively. "The increasing number of SKUs in the market demands greater flexibility for a wide range of drinks, containers and filling temperatures. All this is perfectly met by our latest generation of filling solutions, securing the best product quality by improving hygiene and filling accuracy," explains José Priante, Vice President Sales Beverage Europe and Central Asia (ECA), Sidel.

¹ Euromonitor 2019

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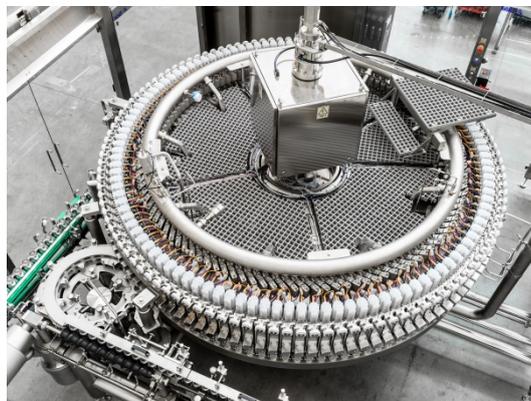
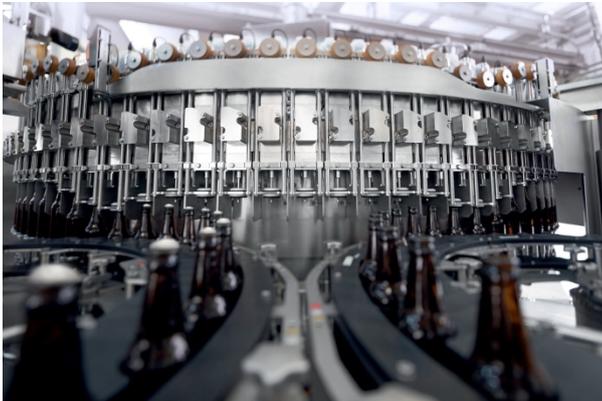
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Sidel's EvoFILL Can – prominently featured at the booth via videos and interactive 3D animations – tackles all needs of being sustainable, hygienic and versatile, getting brewers ready for future challenges in canned drinks production. In Nuremberg, Sidel will demonstrate the solution's performance through a complete canning line project delivered to HEINEKEN Vietnam. This is only one of the successful customer references Sidel will introduce at their booth.

Visitors will also get a first-hand look of Sidel's EvoFILL Glass. "This is the latest milestone in our filling portfolio, combining high production flexibility and unparalleled product quality," José declares. As one of the first customers, the Italian brewery, Birra Peroni, a subsidiary of Asahi Europe Ltd., recently installed a complete Sidel glass line featuring EvoFILL Glass.

"At BrauBeviale this year, we want to show our comprehensive offering for the beer industry, based on future-proof technology, disruptive concepts and human ingenuity. Our customers are unique, and so are our solutions," he concludes.

More information on Sidel's participation at BrauBeviale 2019 is available at: sidel.com.



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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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