

PRESS ARTICLE

24/10/2019

Sidel's leadership in aseptic bottling technologies celebrated at CBST 2019



During the 9th China International Beverage Industry Exhibition on Science & Technology (CBST), taking place from the 18th to 20th of November in Shanghai, Sidel (Booth 1E02, Hall N1) will highlight innovative packaging solutions for aseptic and other applications, demonstrating the company's global expertise paired with a strong local footprint in China.

Beverages – and particularly “better-for-you” drinks – are more and more winning consumers' preference in China. Health and environmental concerns are becoming increasingly important, while a majority of the population is keen to try new, attractively packaged products.¹ One of the benefactors of this trend is PET. With an expected Compound Annual Growth Rate (CAGR) of 3.4% between 2019 and 2022, this packaging material is predicted to strongly gain in importance also within the soft drinks sector.² This is where Sidel steps in, showing its capabilities at this year's CBST by perfectly matching the key drivers of the prospering beverage market: innovation, premiumisation and high quality packaging.

Scarlet Chen, Vice President Beverages Equipment & Services Greater China at Sidel, comments, “Organised by the China Beverage Industry Association, CBST is the most influential beverage exhibition in China, covering the entire value chain. For us, it provides the perfect platform to share trends and our latest technologies as well as to enhance networking

¹ Nielsen Retail Index

² Euromonitor 2019

Contact:

Public Relations

Tel: +39 0521 999 452

press@sidel.com

PRESS ARTICLE

across the industry, boosting our strength and expertise in China – and beyond – even further, always putting our customers first.”

Turning the spotlight on food safety and sustainability

With its unique legacy in packaging design and a 40-year long experience in aseptic PET applications, Sidel addresses aseptic packaging as one of its key business areas, continuously enhancing its capabilities in this field. A clear proof point of Sidel’s leadership in aseptic applications is the Food and Drug Administration (US FDA) approval received for the Aseptic Combi Predis™, a world’s first. This integrated blow fill seal filler solution with dry preform sterilisation offers sensitive products manufacturers utmost food safety, flexibility, ease of operations and environmental benefits, as it uses no water and very few chemicals. Prominently featured at Booth 1E02, Hall N1 at CBST 2019, it will allow visitors a hands-on experience of the future of aseptic packaging that China’s leading brands, such as Yili, Jin Mai Lang and NongFu – among others – are already trusting today. Furthermore, the proven Sidel Actis™ plasma coating technology will be showcased at the booth. With “Actis” referring to “Amorphous Carbon Treatment on Internal Surface”, the system extends the shelf life of beverages packaged in PET by up to five times while enabling lightweighting, yet with no compromises on recyclability. These benefits, paired with great simplicity, contributed to many references installed globally, currently accounting for more than five billion bottles produced across CSD, beer, juices, tea and coffee. Among them, StrongPack Ltd. – a major Nigerian co-packer for non-alcoholic drinks – was able to lightweight their bottles by 25%, thus leading to a saving of about three tons of PET resin per day.

Globally leading technical expertise meets local know-how

Besides being a global player in the industry, Sidel has been continuously building strong local competitiveness in Greater China with which it contributes to the country’s beverage and dairy industry development. “We are very proud of our long-term presence here, as it has already been thirty years since the first Sidel office opened in China in 1989. Earlier this year, we celebrated the 10th anniversary of our Beijing plant, which we are steadily investing in. Our aseptic packaging capabilities, for example, have just been enriched with the inauguration of our aseptic laboratory in Beijing alongside our refurbishment and training centre,” highlights Scarlet. This ‘glocal’ approach is clearly paying back: up until today, nearly 100 Sidel aseptic solutions have been sold in the region with over 90 of them actively producing and serving local manufacturers. She continues, “This – coupled with the over 400 complete lines we delivered in the country – powerfully positions Sidel as an innovation- and services-focused partner that can ensure a sustainable future for local and international brands.”

More information on Sidel’s participation at CBST 2019 is available at: sidel.com.

Contact:

Public Relations
Tel: +39 0521 999 452
press@sidel.com

PRESS ARTICLE



Editors Note: The images within this document are for illustrative purposes only and should not be used for reproduction. If high resolution copies are not attached with the document, please contact Katherina Riesner at F&H Porter Novelli for copies – see contact details below.

For editorial, advertising and sponsorship enquiries, please contact:

F&H Porter Novelli

Katherina Riesner, Consultant

Tel: +49 (0) 89 121 75 180

Email: sidel@fundh.de

For any other enquiries, please contact:

Sidel

Lucia Freschi, Public Relations Manager

Tel: +39 0521 999452/Cell: +39 3472632237

Email: lucia.freschi@sidel.com

Contact:

Public Relations

Tel: +39 0521 999 452

press@sidel.com

PRESS ARTICLE

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**.

Find out more at www.sidel.com and connect with us



youtube.com/user/sidel



linkedin.com/company/sidel



twitter.com/Sidel_Intl



facebook.com/SidelInternational

Contact:

Public Relations

Tel: +39 0521 999 452

press@sidel.com