

## PRESS ARTICLE

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### Transforming challenges into new opportunities: Sidel installs a complete water line for Durrat Al Khaleej in Iraq



**As one of the leading bottled water producers in Iraq, Durrat Al Khaleej aims to provide the best experience to consumers. Sidel's packaging solutions successfully fulfilled its goal by delivering a complete water line with a lightweighted and simultaneously stable PET bottle design, weighing only 10.5 grams for the 500 ml bottle format, at a time of very high travel restrictions in Iraq.**

Durrat Al Khaleej, established in 2007, has become familiar to consumers as a symbol of good-quality water in Iraq. The company is adapting advanced production technology not only to adhere to national and international regulations and standards, but also to stay at the forefront of innovation and sustainability. Ensuring the highest levels of quality and safety throughout the supply chain, from raw materials to the point of consumption, Durrat Al Khaleej has a laboratory that systematically checks the water produced to ensure it meets stringent standards to achieve its ambition for progress and development in Iraq.

#### **Lightweight and stable PET bottle design and cost-effective line solution**

To optimise bottle design as well as line performance, Durrat Al Khaleej chose Sidel for its expertise in packaging solutions. The collaboration between Sidel and the customer was crucial to develop a new PET bottle design and to manage the installation and commissioning of the equipment, as the site for the line was a greenfield project. After the meeting in Dubai, Sidel's packaging experts met the customer's expectations by proposing the lightweight solution, while also incorporating the original premium look. The lightweight PET bottle in the 500 ml bottle format, weighing only 10.5 grams, has high stability and has proved to be very successful on the market. In light of its sustainability and low total cost of ownership (TCO), Sidel's complete water line has become the perfect solution, with a speed of 24,000 bottles per hour (bph) for

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500 ml. It has not only helped the customer save water on bottle cleaning, but also no air conveyer is needed.

### Great service that exceeds expectations

“Sidel provided extra support well beyond the scope of delivering the equipment to Europe, by choosing trusted shipping companies and recommending approved experts for installation and commissioning of the line in Iraq. The entire logistic flow was thus well planned and smoothly implemented,” comments Mr. Ibraheem Ghudaib, CEO at Durrat Al Khaleej. The installation and commissioning was very successful, achieving 98.1% line efficiency during the customer acceptance validation (CAV). Thanks to Sidel’s great teamwork, the project kick-off was in March 2020, and the first sellable bottle was launched in December 2020.



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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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