

## PRESS ARTICLE

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### **Sidel and Gebo Cermex's portfolio for food, home and personal care companies on display at All4Pack 2018**



**At All4Pack 2018, taking place in Paris from the 26th to 29th of November, Sidel and Gebo Cermex will present the advanced systems and innovative packaging solutions suitably developed for the food, home and personal care industries.**

Within Food, Home and Personal Care (FHPC) products, differentiation and premium appeal – together with eco-friendly credentials – are key to win consumers' preference. The Group's design expertise, embracing PET packaging development, world-leading engineering services and smart line design capabilities, proves instrumental to help companies active in those market segments to quickly achieve flexibility, operability and efficiency of their production lines.

#### **Market-tailored innovations: keys to an agility boost**

At Booth J035 (Hall 6) at All4Pack, Sidel and Gebo Cermex will be showcasing attractive solutions across packaging and end-of-line. Louis Merienne, Sales Director Europe Gebo Cermex, highlights the focus for both business units, "Thanks to our design expertise we are able to provide our customers with assistance very early in the value chain. This is one of the pillars of a successful partnership, which needs to evolve as the market changes: this is why our entire services portfolio, from pre-contracting to asset management, helps our customers in building, maintaining and improving their line performances."

The key Sidel and Gebo Cermex solutions on display in Paris are:

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- The proven Sidel Matrix™ blowers, overcoming the challenge of complex shapes by using preferential heating. This system benefits from the company's twenty-year expertise in producing complete PET lines for the most demanding FMCG producers, a reputation materialised in the world's largest installed base of Preferential Heating (PH) blowers and Combi solutions. Thanks to preferential heating, production of lightweight bottles in a variety of asymmetrical shapes across a wide range of packaging applications and with no compromises on optimal material distribution is no longer a challenge.
- SteadyEDGE™, a unique, patented base solution which offers FHPC producers enhanced brand differentiation options together with maximum production efficiency. In the FHPC markets – traditionally dominated by HDPE (High Density Polyethylene) and PP (Polypropylene) – Sidel's SteadyEDGE base offers chances to accelerate the take-up of PET containers. Along with innovative and attractive PET package design variants, it ensures stable and cost-efficient production.
- The award-winning Gebo Cermex CoboAccess™\_Pal. This industrial cobotic palletising cell is a compact and robust solution: designed to complement low-speed lines, it contributes to line efficiency, reliability and – especially – increased welfare for operators.
- Gebo Cermex's AQFlex®, an all-in-one product handling technology, able to accommodate any product, whatever the application, whatever the market, in all container materials, formats and shapes, full or empty, while also enabling automatic changeovers and ensuring total care of product integrity.
- WB46, the latest addition to Gebo Cermex's wrap-around case packer portfolio, offering excellent performance in terms of flexibility, hygiene, and ergonomics and demonstrating that the 360° approach to wrap-around mechanization is the right direction to go in.

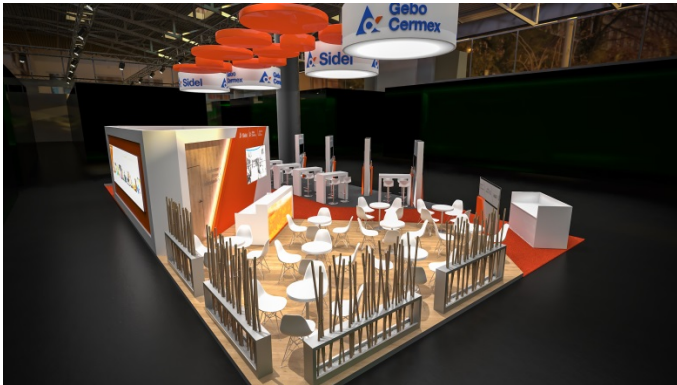
Cecile Alexandre, Category Director Food Home & Personal Care at Sidel, says, "Packaging is a key component of any marketing mix: it must be eye-catching to differentiate brands in the marketplace with dependable performance all the way from concept to consumer. The advantages of PET as a packaging material are numerous: it is strong, unbreakable, light, transparent, safe, and above all 100% recyclable. As a lightweight material, PET offers also considerable environmental benefits in the form of lower transport costs and reduced fuel emissions. Its unique geometric properties and inherent barrier properties, together with its design flexibility, have enabled food, home and personal care manufacturers to use less and less material in the packaging process, while optimising energy use. These processes also help reduce waste and improve sustainability measures."

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More information on Sidel and Gebo Cermex's participation at All4Pack 2018 is available at: [sidel.com](http://sidel.com) and [geboacermex.com](http://geboacermex.com).



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### About Sidel Group

The Sidel Group is formed by the union of two strong brands, Sidel and Gebo Cermex. Together, we are a leading provider of equipment and services for packaging liquid, food, home and personal care products in PET, can, glass and other materials.

With over 37,000 machines installed in more than 190 countries, we have nearly 170 years of proven experience, with a strong focus on advanced systems, line engineering and innovation. Our 5,000+ employees worldwide are passionate about providing complete solutions that fulfil customer needs and boost the **performance** of their lines, products and businesses.

Delivering this level of performance requires that we continuously **understand** our customers' challenges and commit to meeting their unique goals. We do this through dialogue, and by understanding the needs of their markets, production and value chains. We complement this by applying our strong technical knowledge and smart data analytics to support maximum lifetime productivity to its full potential.

We call it **Performance through Understanding**.

Find out more at [www.sidel.com](http://www.sidel.com) and [www.gebocermex.com](http://www.gebocermex.com), connect with us and get the latest updates on Twitter



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