



Ecolean at Gulfood Manufacturing 2016

2016 marks the third time Ecolean exhibited at the Gulfood Manufacturing in Dubai, making it one of the company's most important forums. At this year's event Ecolean increased its efforts with an even bigger exhibition area, presenting the company's complete range of packages for chilled as well as ambient distribution.

Ecolean constantly strengthens its global reach and launch new packaging solutions to address market demand. At Gulfood Manufacturing this year, visitors were able to experience Ecolean's latest packaging innovation, the Ecolean® Air Aseptic 125ml. The new format was recently launched in Pakistan by Fauji Foods, in one of the most comprehensive



deals in the industry. Fauji Foods introduced most of their products in their liquid dairy products (LDP) portfolio in a variety of Ecolean® packages, making Ecolean the company's leading packaging supplier.

During Gulfood Manufacturing 2016, visitors to the stand were introduced to Ecolean's full systems approach, by means of a 3-D program presenting the process of their filling machines. A first-hand shopping experience in a small store, built right into the stand, displayed customer packages from all over the world. "Being present in over 30 markets globally, the Ecolean store brings an opportunity to

show the multitude of Ecolean packages offered by our customers – many of whom are actively involved within several different categories of liquid food products," remarked Anna Annerås, Ecolean's Marketing Director, regarding the very well-visited and well-received Ecolean store.

Overall, the Gulfood Manufacturing exhibition, being the region's largest and most important exhibition within the food manufacturing, processing and packaging industry, was once again a successful business, networking and marketing event for Ecolean.

