

# Sidel innovations for the Middle East Market

**Sidel is the leading global provider of PET solutions for liquid packaging. They are committed to being the most innovative, responsive and reliable partner, providing sustainable solutions for the beverage industry. Their headquarters are located in Switzerland and has production sites in 13 countries and 30,000 machines installed in more than 190 nations worldwide. With over 3,400 employees worldwide, they provide optimal PET packaging solutions for water, soft drinks, milk, sensitive products, edible oils and alcoholic beverages including beer.**

Clive Smith Vice-President GMEA Zone has been working for the Sidel Group since 1992 and has held a number of management positions including UK Sales Manager, Managing Director of Sidel in the UK and also South Africa. Clive joined the WEA Zone Management team in 2011 as Zone Commercial Director where he was responsible for building a technically strong and results-oriented commercial team. Clive was appointed as GMEA Zone VP in early 2013, heading a zone management team of 10. Clive is based in the newly established ZONE headquarters in Dubai – UAE, where he built a team consisting of servicing, project management, training, engineering, sales, regional co-ordination, legal, administrative and support functions. The Zone, Greater Middle East & Africa consist of 70 countries.



***Sidel presented innovative pet packaging solutions during its debut participation at Gulfood Manufacturing***

In line with its commitment to boost its presence in the rapidly growing beverage

markets of the Greater Middle East region, Sidel, a global provider of liquid packaging solutions, first time participated in Gulfood Manufacturing, the biggest food and beverage process industry event for the Middle East, Africa and Indian Sub-Continent.

Sidel showcased its latest innovations in Water and CSD PET packaging solutions, including StarLite™, RightWeight™ as well as its revolutionary Sidel Matrix System which, based on the latest proven modular generation of PET bottling equipment, offers a higher level of performance, very fast changeover times, greater oven efficiency and improved uptime.

“The Greater Middle East is one of the most dynamic and fastest growing markets for our business globally. The region is diversified and driven by steady population growth and a large pool of young consumers entering the workplace each year. This makes the continent an ideal place for the beverage industry supply chain to grow and flourish,” said Clive Smith, Zone Vice-President, Greater Middle East and Africa Zone, Sidel.

In 2013, Sidel created a new Zone under the name of the Greater Middle East and Africa Zone (GMEA). With its headquarters in Dubai, UAE, and an existing branch office in Johannesburg, the GMEA Zone headquarters are home to over 90 employees including Sales, Customer Service Managers, Project Managers, Layout Designers, Fields Assistants, Planners, Coordination and Site Managers.

Globally, Sidel has recently created a new services business unit, Sidel Services™ that aims to deliver greater value to the beverage products, installed Sidel equipment and bottom line of beverage producers globally. The new unit is split into six teams: Maintenance, Line

Improvement, Training, Spare Parts & Logistics, Line Conversions & Moulds, and Packaging.

***Sayeed International appointed as Sidel's partner in Pakistan***

New partnership, signed during Gulfood Manufacturing, aims to meet evolving demands of beverage producers

Sayeed International, Pakistan's leading supplier of industrial packaging solutions, has been appointed as the new partner of Sidel, a global provider of liquid packaging solutions, announced that in Pakistan. The partnership agreement was signed on the side-lines of Gulfood Manufacturing that took place at Dubai World Trade Centre from 9th – 11th November.

The new partnership will be tasked with not only introducing the latest technology to the Pakistan beverage market place but more importantly, driving better local service and support, including spare parts supply. “Pakistan is becoming one of our key markets in the Greater Middle East region and we have been present here for many years. Over the past few years, we have noticed a robust growth in demand from consumers on various beverage products, which in turn has generated strong demand from beverage producers and converters to acquire latest technologies, that help reduce cost and increase speed of production,” said Talha



Clive Smith, Zone VP, Sidel GMEA and Abbas Sayeed, CEO, Sayeed International during the signing ceremony.



Sidel and Sayeed International team at the signing ceremony.

Taha, Regional Commercial Manager at Sidel.

Clive Smith, Zone Vice President for Sidel in the Greater Middle East and Africa, comments "Sayeed International has a strong penetration across the Pakistan bottling industry and we are confident that this new partnership will help Sidel serve its customers' more effectively."

**Sidel introduces StarLite™ base technology to bottled water providers in the Middle East**

New technology shows resistance to very high temperatures and is adaptable to customer demands from the region

Sidel StarLite is a new design to the base of standard PET bottles. With a slightly altered design from the standard base, StarLite gives added durability, stability, and overall resistance to the bottles. Additionally, the new design offers a more energy efficient method of production, allowing producers to achieve significant savings on both energy and the amount of PET used for the overall production of the bottles.

The revolutionary design employs two different components in the base simultaneously. The first component is the Edge Beam™, which is a groove system that keeps the base rigid. The second component of the design is called the Smart Disc™. This underlying facet gives the base more structure while preventing deformities during any part of the production line. Producers adopting this new base design can expect to see up to 30% resistance from top-load denting on the pallet and up to 55% side-load resistance on the conveyor belt or in a vending machine.

In addition to shock and pressure resistance, these features give the bottles added resilience to extreme conditions. In tests of extreme heat above 50°C, bottles with the StarLite technology averaged up to 25 days without bottle deformation. On the other hand, under frozen conditions they experience up to a 50% reduction in bottle rollout. This will be extremely beneficial to producers in the Middle East region during the hot summer months.

StarLite technology also allows for more lightweighting options for producers. By implementing the technology, an average of 1 gram of PET for 0.5 litre bottles and up to 2 grams of PET for 1.5 litre bottles could be saved. This equates to up to EUR 700,000 cost savings per year. Furthermore, energy savings are a huge possibility too. Only 16-20 bars of pressure are required for 0.5 to 1 litre bottles, as opposed to the standard 25 bars, equating to up to 25% in energy cost savings (EUR 900,000). Additionally, the technology is compatible with Sidel Matrix system, resulting in possible outputs of over 2,250 bottles per mould per hour.

Samuel Gobbe, the Customer Service Director at Sidel, said: "Bottled water remains the top selling item in the global non-alcoholic beverage market. With countries like Saudi Arabia and the UAE forecasted to consume 1998.7 million and 768.1 million litres in 2015, respectively, it has become increasingly apparent that we have to make our customer's PET do a lot more for them. This new technology will ensure that their PET is being used efficiently and effectively while they enjoy the savings."



He continued: "As with all of our new innovations, StarLite is compatible with our Matrix technology, as well as integrated into already existing bottle designs. It is a perfect fit in high heat environments as it shows resistance to the very high temperatures and is easily adaptable to customer requirements."

The design, released last year, has already had much success in terms of environmental impact and sustainability. It won the award for the "Best Environmental Sustainability Initiative" category at the 2013 Global Bottled Water Awards. Since then, the design has been employed for the production of juices and CSDs throughout the MENA region. However, with the rise in popularity of bottled water, both still and carbonated, Sidel has realized the potential for this technology in this niche of the market and released it for continued success. Some of the customers who adopted this technology are Nestle Pakistan, Rayyan Water in Qatar and Araak Food Industries in Sudan among many others.

