



PRESS RELEASE

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MORE INTERNATIONAL AWARD SUCCESS FOR SIDEL CUSTOMER-MAGAZINE

'Inline', the customer-facing magazine produced by PET liquid packaging solutions specialist Sidel, has won its second award in less than a year. The magazine, now available digitally following the launch of a new app, received a Silver in the 'Corporate Publishing' category of the 2013 Astrid Awards, an annual international scheme, now in its twenty-second year, which recognises 'Outstanding Achievement in Design Communications'.

The award follows a Gold in the 2012 Stevie International Business Awards where Inline won the category 'Best Marketing or Sales Brochure or Kit'.

This year, the Astrid Awards attracted 590 entries from some 16 countries, with many major blue-chip companies amongst the entrants. The judging panel comprised industry leaders and corporate communications professionals from agencies and corporations throughout the world. The judging criteria included originality of design, communication of the value proposition and overall success in describing the purpose of the organisation.

With product categories ranging from advertisements and annual reports to packaging and posters, the awards aim to promote design as a fundamental element of communications, a business imperative, and a powerful tool for commercial success.

The design and the editorial content of Inline were refreshed in 2011 to reflect Sidel's new brand promise to be 'A Better Match'. The exercise to evaluate and refocus the magazine was undertaken to better represent the new brand and to provide an increased emphasis on Sidel customers and their needs. Nicholas Bloch, Executive Vice President for Group Communications at Sidel, comments – "Many magazines published by businesses and corporations can be a little inward looking. We wanted a magazine that represented the challenges and the core issues that our customers face and the content certainly reflects that. Case studies and interviews with customers are central features of Inline, drawing invaluable insights from those who are operating at the heart of the beverage industry."

Issue 5 of Inline is now available in English, French, Spanish, German, Portuguese, Chinese and Russian and illustrates very clearly the customer focused philosophy that has helped to make the magazine so successful. With its theme of 'Proven Possibilities', this issue continues to add to the discussions which help to shape the future of liquid packaging. Contributing to Issue 5 (and featured on the cover) is Fabrice Peltier, founder of the Designpack Gallery and the 'Allée du Recyclage' in Paris which promotes the art of packaging design.

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About Sidel

Sidel is the leading global provider of PET solutions for liquid packaging. We are also a driving force for glass and can solutions. We are committed to being the most innovative, responsive and reliable partner, providing sustainable solutions for the beverage industry.

Headquartered in Switzerland, we have production sites in 13 countries and 30,000 machines installed in more than 190 nations worldwide. With over 5,000 employees worldwide, we provide optimal PET, glass and can packaging solutions for water, soft drinks, milk, sensitive products, edible oils and alcoholic beverages including beer.

We aim to create value for our customers by giving them A Better Match. This is the tailored solution that caters to their needs exactly. We do this by offering flexible and reliable production systems that are easily adaptable to market developments and future technology, supported by value-added services.

We are Sidel. We are **A Better Match**.

Find out more at www.sidel.com

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