

PRESS ARTICLE

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In labelling solutions the industry trusts: Sidel's 5,000th labeller delivered for Ting Hsin



Sidel has reached a new performance and quality milestone in the company's history by delivering its 5,000th labeller for Ting Hsin International Group (Ting Hsin) in China. Having one of the largest installed bases of Sidel labellers in the world, Ting Hsin once again chose Sidel, and its latest generation labelling solution EvoDECO, to meet today's market demands with an innovative labelling solution that is designed for greater flexibility, modularity and cost efficiency.

The long-term cooperation between Sidel and Ting Hsin dates back to 2005, when the first 20 labellers for water lines were installed. As one of the leading beverage players in the world, the famous beverage brand Master Kong is part of Ting Hsin, leading the ready-to-drink (RTD) tea segment in China with a 46% market share and being one of the top two carbonated soft drink (CSD) manufacturers in China with around 30% market share¹². Ting Hsin's emphasis on food and product safety is reflected in the insistence on installing reliable equipment.

Many trends, influenced by regulations and consumers' healthy lifestyle choices and their concerns about the environment, are changing the beverage market in China at an incredible speed. People prefer to buy drinks from brands that embody their beliefs. Therefore, it is crucial for brands to make every effort to optimise brand experience with cost-efficient and sustainable production. Over the years, Sidel's experience and innovative solutions have been proven by flexibility, modularity and reliability.

¹ Nielsen Retail Measurement Service (2019)

² Both market shares refer to market share volume.

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As the new addition to Ting Hsin's labeller family, the EvoDECO Roll-Fed is equipped with additional functions not previously available, such as the automatic vacuum drum cleaning system and automatic label removal both enabling consistent uptime. Based on a common core and optimised design, the labeller enables the delivery of different stock-keeping units (SKUs). The EvoDECO platform can provide several labelling applications in one multi-technology machine or a single labelling application for optimised uptime and lower total cost of ownership (TCO). The labeller design is also simplified, with greater attention paid to ergonomics for more user-friendly operation and reduced maintenance.

As one of the top three players in providing labelling solutions worldwide, Sidel has continuously ensured and promoted the image of various brands since 1976. At its dedicated labelling plant in Mantua, Italy, the company is not only manufacturing equipment with hot melt, cold glue, roll-fed and adhesive labelling applications for PET, glass and can containers in varied sizes, but also providing outstanding services to support its customers worldwide.

Read more about Sidel's labelling solutions here: <https://www.sidel.com/en/labelling-eq-6>



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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**.

Find out more at www.sidel.com and connect with us



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