

## PRESS ARTICLE

19/10/2021

### Sidel's sustainable complete line solution and packaging innovation at CBST 2021



Taking place from 16 to 18 November, the 10<sup>th</sup> China International Beverage Industry Exhibition on Science & Technology (CBST) is China's leading trade show focused on beverage industry technology. Visitors to the Sidel booth (1F02, N1 hall) at SNIEC, Shanghai, will discover the company's latest releases for local beverage players, with a special focus on complete line solutions, sustainability, digitalisation and a reliable local service portfolio.

Consumer preferences for beverages have changed drastically, accelerated by the pandemic. Health awareness now significantly influences consumers' purchase decisions. Rising trends such as sugar-free innovation, flavoured water and functional dairy drinks are some of the vital signs for beverage players to be adapted to their strategies.<sup>1</sup> Moreover, PET, as the only plastic suitable for closed-loop bottle-to-bottle recycling, has an expected compound annual growth rate (CAGR) of 3% between 2019 and 2024 within the water and carbonated soft drinks sector<sup>2</sup>, which demonstrates its potential as one of the safest and most sustainable packaging materials.

#### High performance facilitated by sustainable solutions and local service support

Sidel, as a full solution partner, provides producers with a thorough understanding of our complete line capabilities, combining smart and sustainable solutions, at the booth. "For liquid dairy products as well as juices, isotonic, teas and all sensitive beverages, our unique, FDA-approved **Sidel Aseptic Combi Predis™** with its dry preform sterilisation technology offers utmost food safety, flexibility, and environmental benefits to sensitive product manufacturers. Within the combi line, **Sidel EvoBLOW Aseptic** is equipped with Predis™, built on a long history with sensitive products, impressive aseptic expertise and innovative PET technology that

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<sup>1</sup> Mintel (2021)

<sup>2</sup> Global Data (2021)

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is unmatched in the liquid packaging industry. We currently have 115 aseptic lines installed in China,” says Scarlet CHEN, VP Sales & Service Greater China at Sidel. As a showcase of Sidel’s complete line capabilities, **Sidel’s Super Combi** – integrating preform feeding, blowing, labelling, filling/capping and cap feeding in a single smart solution – can offer great productivity and quality benefits for customers active in the beverage industry.

Other Sidel highlights at the show this year will be **Actis™**, the proven bottle plasma coating technology, currently accounting for more than five billion bottles produced across the CSD, beer, juice, tea and coffee markets. This technology allows manufacturers to extend the shelf life of a PET bottle by up to five times, while offering significant lightweighting opportunities.

Furthermore, visitors will discover how Sidel’s wide service portfolio helps build, maintain and improve customers’ performance throughout their asset lifecycle. Here, Sidel showcases its strong, highly competent local team, including the Beijing plant, Bottle & Aseptic Lab, Shanghai mould shop, training centre, refurbish centre and Shanghai packaging centre. “With our strong local supply chain, equipment delivery delays caused by the pandemic can be avoided. We believe that Sidel’s local service hub plays a crucial role that can not only enhance service quality, but also reinforce the customer relationship,” states Scarlet.

### Future-oriented packaging innovation and digitalisation

Sidel has a constant focus on packaging innovation and end-to-end expertise from conceptualisation to industrialisation, supported by patents such as the Base Over Stroke System (BOSS). In addition, trends such as recycled-PET (rPET) or bottle lightweighting are tightly bound up with sustainability, as they reduce the carbon footprint and are in line with the circular economy. In response to these trends, Sidel’s **NUUK** bottle concept, produced from clear, 100% rPET, is a container designed for high-quality, fjord-sourced premium water brands. Another concept is **AYA**, an eco-friendly, end-to-end packaging concept, which was awarded ‘Best Drink Packaging Design’ at the 2020 World Food Innovation Awards.

The highlight of Sidel’s digital empowerment is **EIT®** (Efficiency Improvement Tool), a full summary of the line providing companies with insights to maximise Overall Equipment Effectiveness (OEE). With its built-in intelligence, this on-premises software empowers our customers to turn data into actions for performance optimisation or cost and loss control.

“We are eager to lead the industry through our advanced packaging technologies and innovations and our determination to establish a more sustainable future. We sincerely invite you to visit our booth at CBST,” concludes Scarlet.

More information on Sidel’s participation at CBST is available here:

<https://www.sidel.com/en/about/media/events-and-webinars/cbst-2021-ev-108>.

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Sidel is a leading global provider of packaging solutions for beverage, food, home and personal care products in PET, can, glass and other materials.

Based on over 170 years of proven experience, we help shape the factory of tomorrow, through advanced systems and services, line engineering, eco-solutions, and other innovations. With over 40,000 machines installed in more than 190 countries, Sidel has 5,000+ employees worldwide who are passionate about providing equipment and service solutions that fulfil customer needs.

We continuously ensure we understand the evolving business and market challenges our customers face and commit to meeting their unique performance and sustainability goals. As a partner, we apply our solid technical knowledge, packaging expertise and smart data analytics to assure lifetime productivity at its full potential.

We call it **Performance through Understanding**.

Find out more at [www.sidel.com](http://www.sidel.com) and connect with us



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