

# Sidel presents latest PET Packaging solutions at Drinktech Africa

Sidel, a global provider of liquid packaging solutions, today announced its debut participation at Drinktech Africa, one of South Africa's leading beverage industry events, which is being held under the umbrella of Africas Big Seven in Midrand, South Africa on 23 June 2015.

The one-day event focuses on topics relevant to the development and growth of the African beverage industry, as it brings together industry professionals from across the globe to meet and network with their peers in the South African beverage value chain. Encompassing raw materials, filling, flavouring, marketing, manufacturing, packaging, machinery, and end usage will be the highlights of this year's event.



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The conference will feature Terence Hobson, managing director of Sidel Packaging Systems in South Africa, who will speak about Sidel's innovative solutions and products that help producers design, optimise and validate their packaging for different supply chains and production conditions.

"The food and beverage industry in South Africa is a highly important component of the country's economy which is amongst the most developed and modern economies on the African continent," said Hobson. "At Sidel, we have always been committed to understanding the unique market trends of any market and thus transferring our technological know-how and expertise that will meet the specific requirements of that market. Over the past years, and with the help of our supporting office in Johannesburg, we have substantially expanded our presence in South Africa which has been showing exponential growth in the consumption of PET-bottled beverage items," he added.

## PET packaged beverages second most in demand

According to Euromonitor, at the end of 2014, carbonated soft drinks was the most consumed beverage item in South Africa with a total of 3.9 billion liters and a compound annual growth rate (CAGR) of 2.6 per cent till 2019. Beer ranked second with 3.37 billion liters at the end of 2014, and a CAGR of 0.9 per cent till 2019. Beverages packed in PET are the second most in demand category with 3.12 billion units packed in PET in 2014, up from 2.49 billion units in 2009.

At the event, Hobson will cite a number of successful case studies from different parts of the world and will discuss the various products available to producers - from technical design, finite element analysis, and bottle feasibility to industrial production.

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