

Press release

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NoBottle™ from Sidel Wins Bronze at Pentawards 2008

On 30 October at Monaco, the international jury at Pentawards 2008, a worldwide packaging design competition, recognized the creativity of the Sidel NoBottle™.

The sleek, elegant lines and the “creative quality” of the lightweight 500-ml water bottle from Sidel appealed to the 12 international judges at Pentawards 2008, the first and only worldwide competition exclusively dedicated to packaging design in all its forms. The judges gave the Bronze Medal to NoBottle™ in the Other Markets – B2B Products category. The awards ceremony was held on October 30th in Monaco, and all the prize-winning creations will be on display from January 26th to February 28th, 2009 at the DesignPack Gallery (24, rue de Richelieu) in Paris (France), a new exhibit space dedicated to packaging design.

The jury members, who are global experts in design and marketing, reviewed 688 packages from the world over, all designed in 2007 and divided into five categories: Beverages, Food, Body, Other Markets and Luxury. The NoBottle™ from Sidel was entered in the Other Markets (13% of all entries) – B2B Products sub-category, but unlike most of the other candidates, it was created and designed by the company itself, which has an integrated Packaging Design department. Sidel designers also participated in developing the 1.5-L Chaudfontaine plastic water bottle, from Coca-Cola Belgium, which received the Silver Medal at Pentawards 2008 in the Beverages category.

NoBottle™ has previously been recognized by industry professionals. In September 2007, at the 2007 Global Bottled Water Congress in Mexico City, this bottle won the award for the year’s best packaging innovation worldwide.



The Sidel Group

With over 30,000 machines installed in 190 countries and annual sales of 1.22 billion euros in 2007, the Sidel Group is one of the world leaders in solutions for packaging liquid foods including water, soft drinks, milk, sensitive beverages, edible oil, beer and other alcoholic beverages. Sidel currently has production facilities in a total of twelve countries as well as sales and service branches centrally located in some 28 countries. Worldwide, more than 5,500 employees supply customers with complete bottling solutions that include package design, line engineering, packaging machines and related services. Find out more about Sidel at www.sidel.com and www.no-bottle.com

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