

Press release

September 27, 2007

Sidel's NoBottle™ receives award for best packaging innovation

Announced September 13 at the 2007 Global Bottled Water Congress in Mexico City, the 2007 bottledwaterworld awards honored the water market's best innovations chosen from 169 entries from 32 countries. The prize for the year's best packaging innovation went to Sidel for its NoBottle™.

The NoBottle™ combines beauty and record-breaking weight reduction – 9.9 g for a 500 ml bottle – in a container that can be manufactured and distributed on an industrial scale. Launched in June 2007, the bottle has achieved instant success among packaging industry professionals who love its design and high eco-factor. The NoBottle™ received the top packaging innovation award at the 4th Global Bottled Water Congress where this year's theme was sustainable growth. Judges were particularly interested in efforts to protect the environment, and they appreciated the environmentally smart NoBottle™.

At 9.9 g, the NoBottle™ is definitely eco-friendly

The average weight of a 500 ml water bottle ranges from 13 to 16 g. At 9.9 g, the NoBottle™ reduces bottle weight by 25 to 40 percent, resulting in less plastic material to be recycled. Since the number of units sold on the water market is rapidly expanding due to the rising popularity of single serve containers (<750 ml), packaging manufacturers are already looking for ways to reduce bottle weight. Relying on their extensive knowledge of PET and blow molding technology, Sidel's Packaging teams met this challenge to bring manufacturers a viable solution.

A technical breakthrough: 500 ml bottle weighing less than 10 g

Sidel teams achieved this result by developing a new technology called Flex that reduces bottle weight by means of flexibility and shape memory. Flexibility is important because it eliminates the need for ribs. This gives designers total freedom to create all sorts of shapes even on very lightweight bottles. Flexibility also makes bottles easy to grip. And thanks to shape memory, bottles are better able to withstand conveying, packing, transport and handling.

Sidel is one of the world's leading suppliers of packaging equipment for beverages. Sidel has 5,300 employees worldwide and is a division of Tetra Laval.

The Global Bottled Water Congress is organized by industry experts Zenith International in association with industry journal bottledwaterworld. The event provides a complete overview of the latest trends and developments from around the world as well as extensive time for networking and debate.

Press contact:

Sylvie ORY

Tel: +33 2 32 85 81 33

sylvie.ory@sidel.com