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FUTURE FORWARD SOLUTIONS FOR THE FOOD AND BEVERAGE INDUSTRY

SIG: UNPACKING THE PERFECT PACKAGE AT GULFOOD MANUFACTURING

This November, SIG will be 'unpacking the Perfect Package' at Gulfood Manufacturing, one of the largest and most important Food & Beverage trade shows for the Middle East, Africa & Asian countries, attracting over 32,000 visitors.

Smart Factory solutions

Part 1 of SIG's Perfect Package is based on future-focused Industrial Internet of Things (IIoT) technologies. The solutions presented at the booth will help manufacturers digitally transform their

facilities to achieve higher levels of production efficiency and quality while optimizing overall processes and services.

SIG will also disclose more about its partnership with IoT leader GE Digital at Gulfood Manufacturing, elevating the concepts of Industry 4.0 to the next level.

Connected Pack solutions

Process optimisation and efficiency are key at today's competitive business interface. As some of the food industry's most progressive and performance driven specialists, SIG's team understand the business challenges facing today's food and beverage manufacturers: speed to market, health and safety, sustainability and differentiation on shelf.

As Martin Schmedes, Marketing & Strategy Director MEA of SIG said: "Our dedication to understanding customers' needs goes beyond products and technology. We solve customers' problems and offer new possibilities through an intelligent, holistic overview of their business needs. At the show we will highlight how SIG's Perfect Package is helping our customers innovate differentiated products, build smarter filling plants and create interactive packs of the future."

SIG is able to offer practical, results driven solutions to improve production KPI's. For example, through using the Connected Pack, manufacturers can track and trace products throughout the value chain. Interactive layers can also be added to packs as part of digital promotional marketing campaigns, giving consumers greater product awareness and encouraging new purchasers to trial.

New purchasing power

Currently the largest demographic with purchasing power is that of Millennials and this is soon to be overtaken by Generation Z. The balance of purchasing power is changing and manufacturers need to keep pace with the latest innovation and sustainability demands.

Martin Schmedes: "These two groups are far more discerning and conscious about the content of products they consume and the environment. Fair trade, recycled, sustainable, GMO free are no longer buzz words but are fast becoming a prerequisite for consumers. Our market experts work closely with R&D to expand our portfolio of packaging systems to reflect these demands. Our packaging innovations on show at Gulfood Manufacturing underline our commitment to deliver responsible products without compromising on the need for unique design and convenience."

Additive manufacturing, remote servicing, smarter processing, augmented reality and more. The future of food production will be on show at Gulfood Manufacturing and SIG's disruptive differentiation and value-adding solutions are helping food & beverage manufacturers to open up new opportunities for performing better and growing faster.

You can visit SIG at Hall number A1, Stand number 34/54.

ABOUT GULFOOD MANUFACTURING:

Running from 6-8 November 2018, with the theme Future in Focus, the Gulfood Manufacturing event held at The Dubai Trade Centre attracts visitors from 160 countries and showcases the latest F&B manufacturing business improvement tools.

A business trade show in ascendance, in 2017 more than 36,000 visitors attended the show – 13% more international buyers than 2016. As an event, it is aimed at those involved in ingredients, packaging, processing, supply chain solutions and automation & control. It also incorporates the Gulfood Manufacturing Summit conference covering latest market insights, The Gulfood Manufacturing Awards and thought-provoking innovation tours.

About SIG

SIG is a leading systems and solutions provider for aseptic packaging. We work in partnership with our customers to bring food products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our 5,000-plus employees worldwide enable us to respond quickly and effectively to the needs of our customers in more than 60 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit www.sig.biz.

PICTURE CAPTION:**SIG – Gulfood Manufacturing:**

From 6-8 November 2018 SIG will be ‘unpacking the Perfect Package’ at Gulfood Manufacturing at The Dubai Trade Centre. You can visit SIG at Hall number A1, Stand number 34/54.

Photo: SIG

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