

Press Kit

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Sidel

a) Our business

Sidel is one of the world's leaders in solutions for packaging liquid foods including water, soft drinks, milk, sensitive beverages, edible oil, beer and alcoholic beverages.

Turnkey lines

The Sidel Group designs, manufactures, assembles, supplies and sells complete packaging lines for liquid foods packaged in three main package categories: glass bottles (disposable and returnable), plastic (PET, HDPE and PP) and drink cans.

At Sidel, 5,000 employees supply customers with complete bottling solutions consisting of package design, line engineering, packaging machines and related services. And throughout the life cycle of that line or equipment, Sidel always bears overall investment and operating costs in mind.

One Group, five brands

The Sidel Group's five great brands form the foundation for its development: Sidel™ (blowing, barrier treatment, Combi, aseptic and food filling), Simonazzi™ (filling, rinsing, pasteurization, washing, palletizing/depalletizing, robots), Gebo™ (conveying), Alfa™ (labeling) and Cermex™ (end of line).

Focused on innovation

As a systems supplier, Sidel aims to provide its customers with the solution that offers the best return on investment and the most appropriate response to various expectations of different players in the market including brands, distributors and consumers. The Group mobilizes considerable resources to improve equipment flexibility, maximize efficiency and reduce operating costs.

Customers worldwide

Located in some thirty nations, Sidel works for the biggest names in the international food sector including Coca-Cola, PepsiCo, Danone, Nestlé, Heineken, and more. Its equipment can already be found in 150 countries. Consequently, the Group provides technical assistance 24 hours a day, 7 days a week.

Tetra Laval

Sidel is one of Tetra Laval's three industry divisions along with Tetra Pak and DeLaval. Tetra Laval is a private industry group of Swedish origins, now headquartered in Switzerland.

b) Our vision

“To become, by 2010, the undisputed world leader in packaging equipment and lines for liquid foods packaged in glass, plastic and cans, by producing the most innovative, competitive solutions and equipment for our customers.”

c) Our values

Our corporate culture guides everyday decisions and the way we work. Sidel's core values serve as the foundation for our team and gives us a clear competitive advantage.

Sidel's values

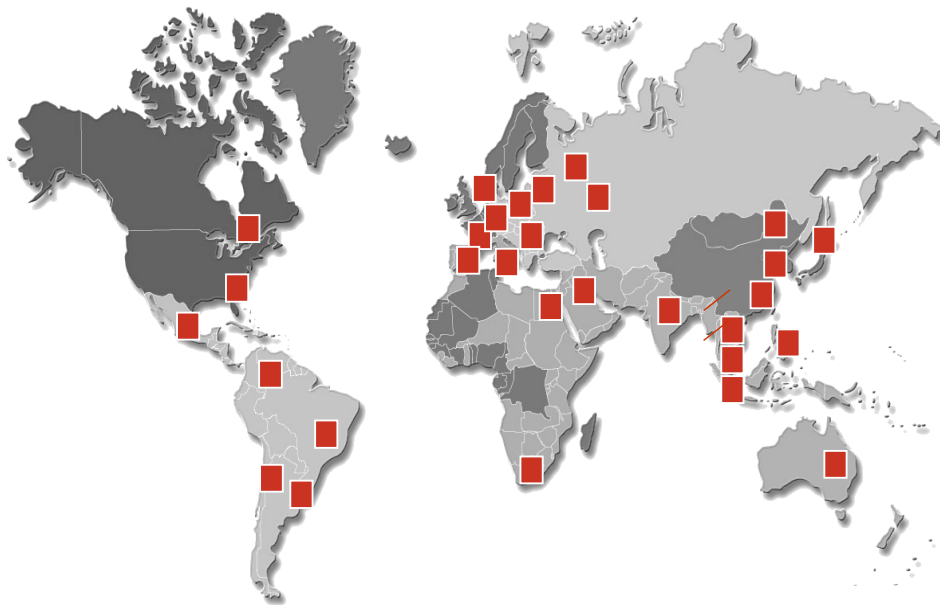
- Customer focus
- Leadership
- Teamwork
- Integrity
- Empowerment

These company values form our unique corporate culture.

d) Global presence assures local response

From China to Brazil, the United States, Germany, Japan and Russia, Sidel has a presence on all continents, with manufacturing operations in some ten countries, and sales and technical services subsidiaries in thirty countries.

But Sidel is Australian in Australia, Brazilian in Brazil, Chinese in China and Russian in Russia. While its customers benefit from the technological leadership and strength of a truly international industry group, Sidel has opted to locate its operations close to customers, providing both geographic and cultural proximity. Today, Sidel is undeniably a multicultural group with a staff representing fifty different nationalities.



A History of Pioneers

In October 2005, Sidel and Simonazzi merge to form, within Tetra Laval, a new Sidel, some 5,000 people strong. That journey has been marked by innovations dating back to the 19th century.

Sidel's history parallels that of the food-packaging sector. The Group's oldest component is Simonazzi, which traces its origins back to the mid-19th century. At the time, Pompeo Simonazzi designs the first farm machines in the Parma (Italy) region. In subsequent generations, as technologies advance, company operations gradually focus on food packaging, specifically filling liquid foods. The company's sales and reputation win global renown.

It is Sidel that invents the plastic bottle in France in the early 1960s. And beginning in the 1980s, company growth takes off thanks to the global success of PET bottles. In the 1990s Sidel acquires Cermex followed by Gebo. In 2005, the paths of these two companies ultimately cross to embark on a new journey, together.

1850. Simonazzi's earliest operations

Pompeo Simonazzi founds a farm equipment production shop in Baccanelli near Parma.

1958. Filling

Simonazzi sells its first rotary filler for glass bottles in Italy.

1961. PVC bottle

Dawn of the plastic era. First bottles made of polyvinyl chloride (PVC) blown in Le Havre (France) by Sidel to package edible oil (Lesieur) and later wine, milk and water.

1971. Beer on the line

Simonazzi reaches beyond its borders and becomes a leader in bottling lines, installing its first beer line at Kronenbourg in France.

1980. PET bottle

Sidel delivers its first PET (polyethylene terephthalate) bottle blow molding machine in Great Britain to Barraclough, a family-owned soft drink firm.

1982. PET line

Simonazzi files a patent for a new system that handles PET bottles by the neck and sells its first PET line to the Fonti di Posina (Italy) mineral water bottler.

1984. Crossing borders

Sidel opens its first international subsidiary in Atlanta (U.S.) and sells the first high-speed PET blow molding machine (SBO 24), which paves the way for mass consumption.

1986. Heat resistant bottles

Sidel creates a heat setting process that improves the ability of PET bottles to withstand heat (by elevating PET's crystallinity ratio). Ideal for sensitive drinks (fruit juices and teas) in hot fill, pasteurizable or refill bottles.

1995. Aseptic launched

Pepsi-Cola chooses Simonazzi to collaborate on a project to develop a new aseptic filling technology for sensitive drinks in glass and plastic bottles produced on the same line.

1995. Alfa

Alfa (Mantua, Italy), which specializes in labeling machines, joins Simonazzi.

1996. Cermex

Sidel acquires Cermex (Dijon, France), a company that produces end of line equipment (shrink wrapping, case packing and palletizing).

1997. Gebo

Sidel acquires Gebo (Strasbourg, France), a company that specializes in line engineering and conveying equipment.

1997. The Combi

A new concept introduces a compact assembly incorporating the "dry" and "wet" functions of PET bottle blowing, filling and capping. The first Combi is sold in Indonesia for still water.

1999. Actis™

Sidel invents Actis™, a barrier solution that enables PET packages to be used for beer and other oxygen sensitive liquids.

1999. Electronic filling

Simonazzi launches production of the first generation of electronic fillers. The first Simonazzi Eurotronica filler is installed at the Labatt breweries in Canada.

2002. Liquid foods

The Group refocuses operations on its core business - packaging liquid foods. All of the Group's various components are grouped together in one organization under a single name, Sidel.

2003. Tetra Laval

Sidel joins Tetra Laval, a world leader in liquid food packages and packaging.

2005. The power of innovation

Sidel launches a series of innovations: SBO Universal™ and SBO Compact™ blow molding machines, Actis™ millennium, flow meter filler for water, net weight filler for milk, shrink wrapper, and more.

At the Drinktec trade fair, Simonazzi unveils its latest developments in aseptic products with Aseptica HP, Veloce HF, along with a new generation of machines for hot fill applications, new PN electronic fillers for glass, plastic and cans, and the new Alfa roll-sleeving labeling technology.

2005. New Sidel Group

Tetra Laval acquires Simonazzi. Sidel and Simonazzi merge and give birth to the new Sidel Group, one of Tetra Laval's three industry divisions alongside Tetra Pak and DeLaval.

Organization

a) Management

The Sidel Group is headed by the Group Leadership Team, composed of **Gérard Stricher**, president, along with other top management executives:

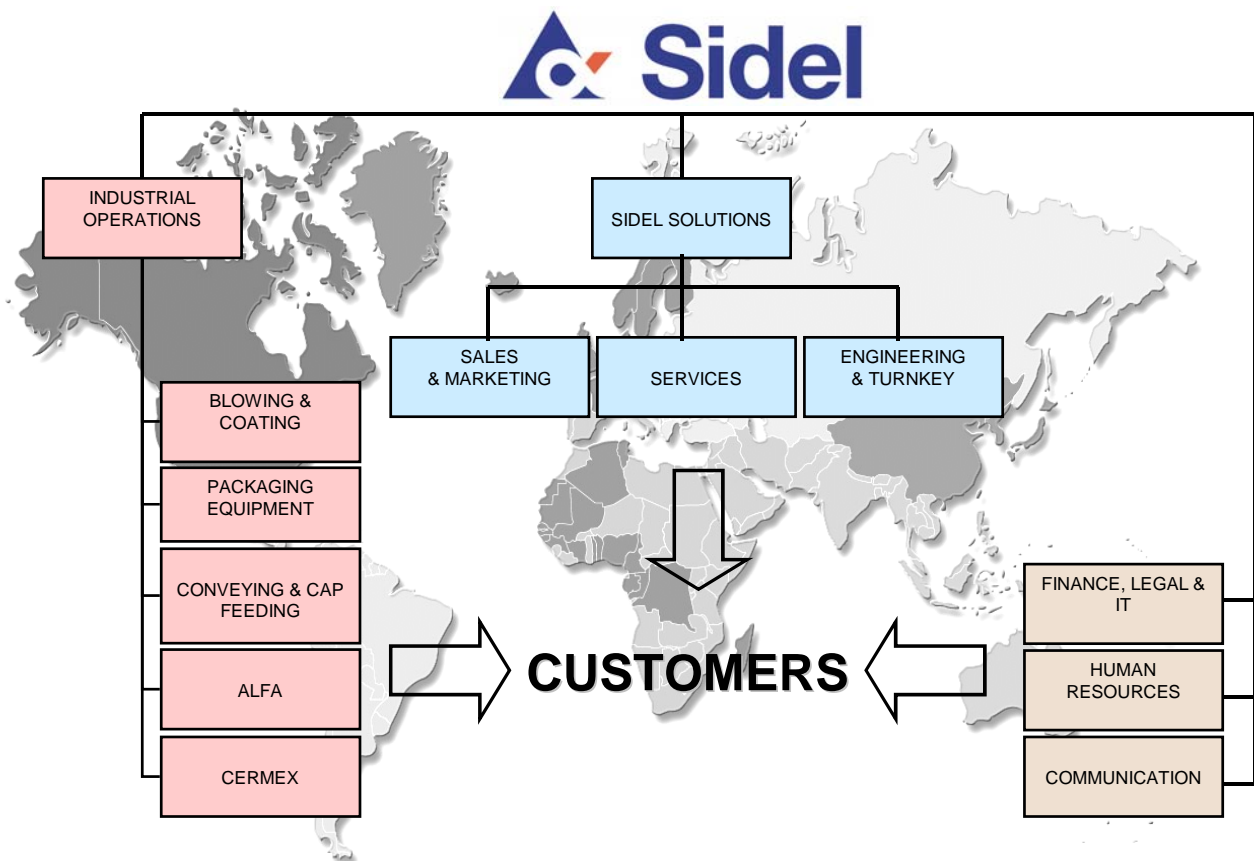
Paul **Holderith**: Sidel Solutions

Mart **Tiismann**: Industrial Operations

Paul **Mayer**: Human Resources

Gilles **Ruckstuhl**: Finance, IT and legal.

b) Organisation



Facts and figures

a) Key figures

- **Employees: 4,900**

In

France: 2,050

Italy: 1,300

Canada: 220

U.S.: 220

China: 170

Mexico: 150

Brazil: 130

Malaysia: 120

India: 100

Portugal: 70

Other: 370

- **Sales: 1.1 billion euros (2005 estimate)**

b) 2005 recap

FEBRUARY

China

Emulating the success experienced in Atlanta (U.S.), Sidel regains ground on the Chinese blow molding market by installing a mold manufacturing facility at its Shanghai technical center in order to respond faster and more economically to local demand.

MARCH

Memorandum of understanding

The SIG and Tetra Laval groups announce the signature of a memorandum of understanding for the acquisition of Simonazzi and Alfa. Joint Sidel/Simonazzi teams are set up to prepare for the integration. The acquisition remains subject to approval by the competition authorities.

Nestlé Waters

Sidel and Nestlé Waters – the world leader in bottled water – celebrate 40 years of collaboration. The fruitful partnership has given rise to innovative bottling solutions, from the first PVC bottles adopted by the Vittel brand in 1964 to today's extremely high-speed PET lines.

APRIL

SBO Universal

After three years of research and development led by a team of 60 engineers, Sidel launches its new generation of SBO Universal™ blow molding machines that reduce customers' costs for blow molding plastic bottles by 20 %. The market responds enthusiastically with 100 models sold by December.

JUNE

1st billion

The Actis™ barrier treatment enters the era of mass consumption, reaching the milestone of one billion PET bottles produced. The billionth bottle contains beer produced for the German market. Other applications exist in the U.S., Brazil and Japan for packaging carbonated drinks and green tea.

JULY

Green light

The European Commission gives the green light, clearing the way for Tetra Laval's acquisition of Simonazzi.

SEPTEMBER

Drinktec

At the global Drinktec beverage fair, Sidel and Simonazzi have separate booths for the last time. Sidel launches its SBO Compact™, a linear blow-molding machine designed for lower output rates and developed and produced in Malaysia. It also introduces the FMm filler for packaging dairy products and fruit juices. Simonazzi presents its developments in aseptic products, hot filling, electronic filling and Alfa labeling.

OCTOBER

Day 1

October 4th sees the birth of the new Sidel Group created by the merger of Sidel and Simonazzi. The management team is formed. The Group's development will be based on five powerful brands: Sidel, Simonazzi, Gebo, Alfa and Cermex.

DECEMBER

Organization completed

Two months after the new Group's debut, a detailed corporate organization emerges. The new Sidel Group is ready to begin operating as an integrated group.