



Press Release

## P.E.T. Engineering and the excellence in PET

***P.E.T. Engineering will present its consulting services on innovative materials at the Brau Beviale 2015: because the quality of every bottle has to do also with its material.***

**San Vendemiano, 29<sup>th</sup> September 2015** – The quality of a bottle, its aesthetic appearance and its mechanical performance, also passes through the **quality of the material** with which it is achieved. Often, in fact, a good design collides with an improper use of materials that turn out not to be suitable to the liquid or interfere with the barrier properties that the liquid inside needs to maintain unchanged. Badly chosen materials may even react unexpectedly when combined with a certain colorant.

The growing awareness of the environment and the increasing demand for the use of **recycled materials, from biomass to vegetal** and, on the other hand, the interest

in the use of **colors** able to characterize in a unique way a product and the use of **unique effects**, capable of surprising not only the eyes but also the feelings of consumers, have raised several questions about how colorants and additives of new generation affect the mechanical properties of the container and its behavior during production, storage and use. In addition, the gradual penetration of PET in areas that, until recently were foreclosed, has led to new questions on the interaction between sensitive products and barriers.

# BrauBeviale

To respond to these emerging issues, P.E.T. Engineering will present at Brau Beviale 2015, its **new advisory services on materials and injection processes**, which complementing the offer, allow the company to be increasingly seen as the market sole point of reference for the creation, engineering and industrialization of PET packaging.

The company is now equipped with an **injection machine** and has extended its **in-house testing** department in order to verify the latest findings in terms of barriers, colorants and additives, all in complete autonomy and using objective and scientific methods. This approach provides bottlers and converters with feasible solutions, from the pellets of resin to the final bottle.



For P.E.T. Engineering the Brau Beviale not just a stand and meetings with customers but it is also an important moment to discuss with other industry experts. That's why the company is once again partnering with **Petnology** at the annual PET conference, taking place on 9<sup>th</sup> and 10<sup>th</sup> November, offering the most important supply chain experts and bottlers the chance to discuss the future of packaging and the challenges that this represents for the PET industry.

P.E.T. Engineering's latest projects will be on show at the **PETArena**, a Petnology concept designed to continue talking about PET even after the conference ends.



P.E.T. Engineering is also sponsor of the **Best Functional Drink** category at the **World Beverage Innovation Awards @ Brau Beviale**, organized by Foodbev Media, who awarded the company the "Best Bottle in PET" prize in 2014 for Devin - Crystal Line, which was later also awarded the 'Packaging Oscar' for Quality Design in 2015.



Category sponsor  
Best functional drink



P.E.T. Engineering will be present at the Brau Beviale trade show at **stand 349, Hall 7**.

*Per info:*

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P.E.T. ENGINEERING: Nata nel 1999 P.E.T. Engineering ha conquistato in 15 anni una posizione di leader nel mercato mondiale della progettazione e industrializzazione dei contenitori in PET con un portfolio di clienti composto da esclusivi brand del Beverage: PepsiCo, Nestlé Waters, Heineken, Carlsberg, Efes, AbInbev, Ferrarelle, Granarolo, Parmalat, Norda, Ferrero, solo per citarne alcuni. Precursore delle esigenze di mercato, attenta al presente e proiettata al futuro, P.E.T. Engineering è sinonimo di Design, Innovazione e Made in Italy. Tutto questo la rende un interlocutore unico per tutte le esigenze di beverage packaging. Per info: [www.petengineering.com](http://www.petengineering.com)

