TOP CHINESE MINERAL WATER COMPANY SIGNS LONG-TERM COOPERATION DEAL WITH SIPA



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Chinese luxury mineral water brand owner Luzhuoquan Mineral Water Co., Ltd. has just signed a strategic cooperation agreement with SIPA, the leading PET bottle production and filling technology company based in Vittorio Veneto, Italy.

The agreement was made official at a ceremony in Luzhuoquan Mineral Water's headquarters in Guanshan (Boluo County, Guangdong Province), on July 14th. Documents were signed by Wu Shenjian, Chairman of Luzhuoquan Mineral Water Co., Ltd., and Yang Jianlie, General Manager and Sales Director, Greater China, of SIPA Machinery (Hangzhou) Co., Ltd.

Luzhuoquan is already a highly valued SIPA customer. In the recent past, the two companies have worked together with many bottle developments projects every year. "Our good service and expertise are well appreciated by Luzhuoquan, so both parties were more than happy to sign this agreement," said SIPA's GM Jerry Yang.

"In the future, the two companies will be cooperating very closely, and in depth, on molds and bottle production systems. We believe this marks a new chapter in our business relationship," Mr Wu the chairman of Luzhuoquan said. "The two sides will share resources and cooperate in various fields to promote mutual business benefits."

"Luzhuoquan and SIPA have already been on an extraordinary journey together, and the journey continues," mentioned by Mr Wu and Jerry Yang. "To cooperate and grow together has been the sincere wish of the two partners from the beginning. We will work closely and support each other to create a new chapter in our business."





At the signing ceremony, Luzhuoquan and SIPA also took the opportunity to discuss progress in the high-end mineral water market, application scenarios of the PET packaged water market, and the joint outlook. They talked about cooperation in market development, packaging development and mold development.

Luzhuoquan Mineral Water Co., Ltd. has a vision of bringing high-quality mineral water to a growing number of Chinese families. It is committed to improving health and overall quality of life to all of its consumers. Between 2017 and 2019, the company obtained certificates for "China's high-quality mineral water source" and "5A-level Chinese highquality natural mineral water," by China Nature Mineral Water Union (CNMWU) and passed the "Excellent Quality" rating by Testit™ Hong kong.

The company continues to develop innovative

products, opening new ways of providing mineral water, and promoting the upgrading of the Chinese mineral water industry. It is committed to leading the sustainable development of the company's high-end mineral water sector.

With 30 years of experience in PET containers solutions, SIPA has acquired considerable expertise in bottle manufacturing and filling technologies, from preforms to finished products, for the food and beverage, chemical products, cosmetics, detergents and pharmaceutical sectors. Its extensive product range includes equipment for production of preforms as well as single-stage injectionstretch-blow moulding systems and stretch blow moulding equipment (both rotary and linear), filling monoblocs, process equipment and a full range of robotised and palletising solutions. It is a pioneer in PET lightweighting and novel bottle design.

Luzhuoquan and SIPA have already been on an extraordinary journey together, and the journey continues. To cooperate and grow together has been the sincere wish of the two partners from the beginning. We will work closely and support each other to create a new chapter in our business.

