

20th July 2021
London, UK

Shemesh to debut ASTERRA - a NEW high-end fast rotary filler for viscous and non-viscous products - at the PPMA 21 Show in Birmingham, UK

Despite the unprecedented challenges faced by the industry during the COVID19 pandemic, Shemesh Automation, a global leader in packaging machinery, continue to innovate!

It is because of that commitment to its “always forward” ethos, that Shemesh is delighted to debut the ASTERRA - a breakthrough in Rotary Piston Filling technology suitable for Viscous and Free flowing products.

Not only will Shemesh’s team be on hand at the show, to talk you through what makes the ASTERRA so special, but you will also be able to witness the ASTERRA doing what it does best – live at the show – stand B20!

Tony Bryant, Shemesh’s UK Director commented: as a proud PPMA member and UK ever-present exhibitor at the Show in Birmingham, we are excited to finally return in-person!! To mark the occasion, we have really pulled out all the stops and will be debuting our very latest innovation The ASTERRA – you can see for yourself why we believe it to be so special as we will have the system in full demo mode!

The team and myself will be on hand to discuss the ASTERRA and our entire range of industry-leading machinery, and after what seems such a long hiatus from physical tradeshow, we couldn’t be more excited to welcome everyone back to some sort of normality.



Rotary Piston Filling technology suitable for Viscous and Free flowing products



ASTERRA: High Speed Rotary Piston Viscous Filling machine

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Available for interview: Shai Shemesh: CEO & Tony Bryant, UK Director, Shemesh Automation

For media enquiries and to arrange interviews please contact:

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More info on our full range of machines and Shemesh:

www.sawetwipes.com | www.shemeshautomation.com

About Shemesh Automation:

With over 30 years' in the industry, Shemesh Automation is a global leader in the high-end packaging and assembly machinery and industrial automation appliances manufacturing arena. Currently under second-generation management, the family-owned business, supports over 1800 assets in over 30 countries around the world. Its nonwovens arm, Shemesh Automation Wet Wipes (www.sawetwipes.com) is a global pioneer in nonwovens downstream packaging equipment with cutting-edge technology positioned at the very forefront of the industry. Shemesh is represented in 13 countries around the world with offices in the US, UK, France and Israel. Its London-based office coordinates global ops and its Israeli office takes advantage of the incredible local engineering talent and innovation. Shemesh's unique combination of UK customer-centric service with an Israeli startup mentality to push the technical boundaries, plus the use of top-notch parts from German manufacturers has greatly contributed to its success. "We don't just see ourselves as a company which builds cutting-edge machinery, but instead we want to become your partner for a long and successful journey. As such, we pay particular attention to our after-sales to ensure we provide a premium service. "Let us build your vision" is not just our slogan. Simply put, this is what we do, day-in day-out" - Eli Shemesh, Founder.



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