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## NUTPODS PARTNERS WITH SIG TO INTRODUCE FIRST SIGNATURE PACK IN NORTH AMERICA

- nutpods will re-release their Seasonal Edition Pumpkin Spice creamer in North America's first aseptic carton package made with polymers linked to plant-based renewable materials: **SIGNATURE PACK** from SIG.
- **SIGNATURE PACK** is supporting SIG's Way Beyond Good ambitions to offer customers the most sustainable food packaging solutions and contribute more to the society and the environment than it takes out. It promotes the use of renewable raw materials to save fossil resources while making a positive impact on the environment.

nutpods, a pioneer in the coffee creamer market, has successfully delivered a delicious, natural, and additive-free, plant-based alternative to half-and-half. 2018 has started off with big changes and even greater customer reach for nutpods. This September, nutpods is strengthening their commitment to building their brand on ethical practices and providing the best consumer experiences.



Partnering with SIG, nutpods will re-release their Seasonal Edition Pumpkin Spice creamer in North America's first aseptic carton package made with polymers linked to plant-based renewable materials: SIGNATURE PACK from SIG.

### **Plant-based solution**

As a category innovator, nutpods has become one of the fastest growing brands in the country. By choosing SIG's innovative **SIGNATURE PACK** solution, nutpods cemented its commitment to sustainability with this momentous plant-based initiative. Offering **SIGNATURE PACK** to their customers not only means they are responding to current market demand for more sustainable products but that nutpods is passionate about having a positive environmental impact.

*"We are so excited to extend our plant-based story into our new plant-based packaging. One of our five core company values is to reduce our impact on the environment wherever we can," says nutpods founder & CEO Madeline Haydon. "Our consumers depend on us to bring them not only the highest quality products with the best taste, but also to be stewards of our category with regard to the environment and the **SIGNATURE PACK** is one of the ways we can continue to lead."*

### **Sustainable packaging**

**SIGNATURE PACK** promotes the use of renewable raw materials to save fossil resources while making a positive impact on the environment. **SIGNATURE PACK** cartons are made mainly from paper board from wood fibers and plant-based polymers through mass balancing. This means that for polymers used in the **SIGNATURE PACK**, an equivalent amount of bio-based feedstock went into the manufacturing of the polymers. To ensure the integrity of this process, the mass balancing is certified through internationally recognized third-parties. Polymers of the **SIGNATURE PACK** carton are linked to plant-based materials from European wood sources using recognized and audited certification systems to ensure strict traceability and accountability.

The **SIGNATURE PACK** label will be displayed on nutpods seasonal creamers along with the FSC™ label which verifies that the processed wood fibers used to produce the raw paper board come from responsibly managed, FSC-certified and other controlled sources.

*Yasmin Siddiqi, SIG Marketing Head North America, expressed: "In nutpods, we found a collaborator who shares our vision in creating a more sustainable future. The **SIGNATURE PACK** is one of the latest innovations supporting SIG's "Way Beyond Good" initiatives. SIG is committed to offer customers the most sustainable food packaging solutions and to contribute more to society and the environment than it takes out." nutpods VP of Operations Tara Foster, who spearheaded the effort, said: "We continually look for new ways to grow our business while making less of an impact on the environment and discovered a great partner in SIG. Their product allows us to maintain our commitment to quality while consuming fewer fossil fuels– it's a win-win."*

### **About nutpods**

nutpods is the first food brand from Green Grass Foods Inc., an independent, natural foods manufacturer based in Seattle, Washington, dedicated to introducing dairy-free products from plant-based ingredients. Introduced in 2015, nutpods has quickly found a loyal consumer base with Whole30®, paleo, keto, vegan and vegetarian consumers who appreciate a high quality, plant-based creamer in their coffee and tea, and as a versatile ingredient in sweet and savory recipes.

nutpods is sold at retail locations nationwide as well as on Amazon, Thrive Market, and other e-commerce sites. Visit [www.nutpods.com](http://www.nutpods.com) for more information.

**About SIG**

SIG (FSC™ trademark licence code: FSC™ C020428) 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 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 65 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit [www.sig.biz](http://www.sig.biz)

**FURTHER INFORMATION:** <https://signals.sig.biz/understanding-mass-balancing/>

**PICTURE CAPTION:**

nutpods will re-release their Seasonal Edition Pumpkin Spice creamer in North America's first aseptic carton package made with polymers linked to plant-based renewable materials:

**SIGNATURE PACK** from SIG.

Photo: SIG

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