

Juustoportti's journey with SIG

Juustoportti's partnership with SIG isn't just about purchasing any filling machine; it is about securing a solution that offered unparalleled flexibility. The SIG SmileBig 24 Aseptic filling machine, capable of delivering 24,000 packages per hour, offered Juustoportti the versatility it needed to serve a diverse market such as the European one. The SIG filling technology offered the fastest possible change-over times for volumes, designs, and closures, such as caps or paper straws. As a result, Juustoportti can not only meet the current product needs, but they can respond quickly to ever-changing consumer demands, optimise your output and reduce system costs.

Juustoportti, an experienced dairy and plant-based beverage producer with over 30 years of expertise, embarked on a mission in 2020 to expand its reach in Europe. Their goal was ambitious but clear: to offer premium beverages, packaged in an appealing and sustainable way, to meet the expectations of the European consumers. To achieve this, Juustoportti was looking for an end-to-end filling solution that would not only meet their production requirements in terms of efficiency and flexibility, but also be in line with their commitment to quality, innovation and environmental responsibility. This is where SIG's Smile filling solution came into play.

Aligning with consumer trends

Juustoportti's commitment to innovation extended beyond product formulation to align with emerging consumer trends. As consumer awareness of health and sustainability grows, so does demand for plant-based alternatives and lactose-free options. With one in three European consumers identifying as flexitarian and trends showing significant growth in lactose-free and dairy substitute products, Juustoportti strategically positioned itself to meet evolving market demands*.

Juustoportti's product family underlines its understanding of consumer preferences. By offering products with no added sugar, sweeteners or lactose, Juustoportti caters to health-conscious consumers looking for clean label options without compromising on taste or quality. Whether it's protein shakes, flavoured milk alternative drinks or cooking creams, Juustoportti ensures that every product reflects its dedication to excellence and responsible manufacturing practices.

JUUSTOPORTTI

Company:
Juustoportti Food Oy

Country:
Finland

Industry:
Food and Beverage

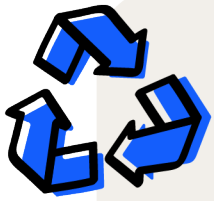
Employees:
300

Website:
juustoportti.fi

Juustoportti's ambition:
Enter Europe's on-the-go market. Promote itself as a private label and co-packing partner. Export market expansion.

SIG solution:
To build a name for itself as a producer of high-quality and convenient premium drinks, Juustoportti has chosen to deliver its products in SIG's groundbreaking SIG Smile Big.





Collaboration with others

The synergy between Juustoportti's product innovation and SIG's flexible filling solution has not only empowered Juustoportti to expand its market presence but also enabled collaboration with European brands. By leveraging SIG's capabilities, Juustoportti can co-pack for diverse product segments, further enhancing their brand visibility and revenue streams.

In a rapidly evolving market landscape where consumer preferences drive industry trends, Juustoportti's strategic partnership with SIG exemplifies the

power of flexibility, innovation, and consumer-centricity.

By harnessing SIG's Smile packaging solution and aligning their product portfolio with emerging consumer behaviors, Juustoportti has cemented its position as a pioneer in the dairy and plant-based industry. As they continue their journey towards sustainable success, Juustoportti remains committed to delivering products that not only nourish the body but also delight the senses, one smile at a time.



5 reasons to choose SIG Smile packaging

Stands out on retail shelves

Gives your product a unique look as well as a premium feel and experience

Ensures full convenience

Offers outstanding consumer convenience with its curved shape and easy-grip corners

Unlocks new product categories

Thanks to the drinksplus capability, SIG Smile offers potential to create new product concepts and occasions for the on-the-go market

Enjoy full flexibility

With 18 different packaging solutions* SIG Smile offers full volume and design flexibility for a wide variety of products

Makes a positive impact

Offers natural packaging that's fully recyclable, FSC™ and ASI-certified and renewable to a high share

*nine combinations of footprint and volume x two opening solutions (closure & straw)

Niklas Keski-Kasari, Marketing Director at Juustoportti

"We chose SIG for many reasons, not least to be different and to be able to offer consumers portioned products that meet the needs of on-the-go consumption, as well as smaller packaged products to reduce food waste for home consumption."

With SIG's end-to-end filling line solution at our disposal, we've been able to create a line of premium beverages perfect for local markets and exports. This helps us fulfil our desire to launch disruptive products for different target groups that can be delivered in modern and attractive packaging."