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SECOND FORMAT ENABLES CUSTOMERS TO EXPAND SUSTAINABILITY BENEFITS

## SIG extends combibloc **ECOPLUS** aluminium-free packaging material to fast-growing combiblocMidi format

SIG's aluminium-free combibloc **ECOPLUS** solution is now available for the combiblocMidi family format, enabling dairy customers to choose this fast-growing squarish pack and tap into demand for more sustainable packaging at the same time.

*“By extending combibloc **ECOPLUS** – our world-first aluminium-free packaging material for aseptic cartons – to our fastest-growing family pack format, we are giving dairy companies more opportunities to differentiate their products and shape the trend towards squarish cartons for long-life milk while choosing the most sustainable solutions on the market,” said Ana Ruiz del Árbol, Marketing Manager Iberia at SIG. “Sustainable innovations like this are central to SIG’s commitment to partner with customers and go Way Beyond Good for people and the planet.”*

### Leading the industry on sustainable innovation

Launched in 2010, combibloc **ECOPLUS** leads the industry as the first and only aluminium-free packaging material for aseptic carton packs. This innovative

solution further enhancing the positive environmental performance of aseptic carton packs is made from 82% renewable paper board, with ultra-thin polymer layers to contain and protect products over long periods of time.



Initially offered in the 1 litre brick format, combibloc **ECOPLUS** is well established in the dairy market. More than 1 billion SIG packs have been sold with combibloc **ECOPLUS** packaging material as customers respond to growing global demand for low-carbon, sustainable packaging solutions.

### **Launching a second popular format**

SIG is now increasing availability of aluminium-free packaging by extending combibloc **ECOPLUS** to a second format. combiblocMidi is SIG's fastest-growing modern family pack, with the squarish format rapidly increasing in popularity for long-life milk.

Adding this option enhances opportunities for customers to differentiate their products with a pack that offers both on-shelf appeal and stand-out environmental credentials.

The first products in combiblocMidi with combibloc **ECOPLUS** packaging material will be available in Spain, filled at Leche Celta.

### **Partnering to go Way Beyond Good**

The extension of combibloc **ECOPLUS** to a second format reinforces SIG's position in the market as the only supplier of aluminium-free aseptic carton packaging solutions. This further strengthens SIG's opportunities to go Way Beyond Good for customers, society and the environment.

### **FIND OUT MORE ABOUT SIG'S WAY BEYOND GOOD COMMITMENT:**

<https://www.sig.biz/en/responsibility/way-beyond-good>

### **About SIG**

SIG is a leading systems and solutions provider for aseptic carton packaging. We work in partnership with our customers to bring food and beverage 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. Sustainability is integral to our business and we are going Way Beyond Good to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our more than 5,500 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2020, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, an 18.8 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit [www.sig.biz](http://www.sig.biz)

For insights into trends that drive the food and beverage industry and inspire us to innovate, visit our SIGnals blog: <https://www.sig.biz/signals/en>

**PICTURE CAPTION:**

SIG's aluminium-free combibloc **ECOPLUS** solution is now available in the combiblocMidi family format, enabling dairy customers to choose this fast-growing squarish pack and tap into demand for more sustainable packaging at the same time.

**Photo: SIG**

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