

Press release

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Switching from cans to carton

Riedel continues to innovate in sustainability with fruit syrups in SIG carton packs

Riedel, the leading juice producer in the Netherlands, continues to drive innovation in sustainable packaging by transitioning its Van de Boom syrup range from metal cans into SIG carton packs made of the packaging material SIG Terra Forest-based polymers. 95% of this SIG carton packaging material is forest-based – including polymers linked to forest-based renewable materials via a mass balance system.

All three key raw materials of the packaging material come from certified responsible sources via mass-balance systems: paperboard is from FSC™-certified forests and other controlled sources; forest-based renewable polymers are certified according to ISCC PLUS; and an ultra-thin layer of aluminum which protects against light and oxygen is covered by ASI (Aluminium Stewardship Initiative) certification. It reduces the already low carbon footprint of standard SIG packaging material further by up to -43%¹, as a result of the substitution of fossil polymers with mass-balanced forest-based polymers made from tall oil – a by-product of paper manufacturing. They are a move away from conventional fossil-based polymers.

Compared to other packaging substrates, e.g. made purely from metal or plastic, SIG carton packs offer a best-in-class carbon footprint based on their high share of renewable raw materials and their light weight².

The move from cans to carton underscores Riedel's strong commitment to reducing its environmental footprint by progressively converting the majority of its portfolio into SIG carton packs. Beyond the packaging evolution, Riedel ensures that its fruit syrups maintain their exceptional quality. The syrups contain 85% fruit – according to Riedel the highest fruit content in the Dutch syrup market. Now, with no added sugars, they offer a healthier choice for consumers. In addition to the fruit syrups, Riedel is introducing unique green iced tea syrups in two fruity flavors in aseptic cartons, boasting reduced sugar content and fewer calories.

Riedel's journey toward more sustainable packaging began in 2018 with the move of CoolBest and Appelsientje into SIG carton packs made of SIG Terra Forest-based polymers packaging material. This milestone laid the foundation for expanding the use of more sustainable packaging materials across its portfolio in the following years. In 2022, Riedel demonstrated bold leadership by replacing small PET bottles with SIG Smile carton packs, achieving a remarkable 75% reduction in CO₂ emissions³.

"At Riedel, we believe that every step toward a more sustainable and healthier future counts. Transitioning our Van de Boom syrup range to carton packs with SIG's innovative packing material not only allows us to significantly reduce our environmental impact but also enables us to offer healthier choices for consumers. With our new low-calorie syrups containing less sugar, we continue to provide high-quality products that align with evolving consumer preferences.", said **Julie van Bergen, Brand Manager at Riedel**.

SIG and Riedel continue to collaborate closely to bring innovative packaging solutions to the market, driving the industry toward a more sustainable future.

¹ based on an independent ISO-compliant life-cycle assessment for SIG PremiumBloc in the Netherlands: https://go.sig.biz/l/251992/2024-06-07/7rbys4/251992/1717756941Oq0kjuGc/SIG_Terra_Aluminum_free_Forest_based_polymers_in_SIG_PremiumBloc_and_SIG_Ma.pdf%202

² based on independent ISO-compliant life-cycle assessments available at: <https://www.sig.biz/en/sustainability/life-cycle-assessments>

³ according to an LCA commissioned by Riedel: <https://www.riedel.nl/lca-deel-a/>

About SIG

SIG (FSC™ trademark licence code: FSC™ C020428) is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, 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 technology and outstanding innovation capabilities 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 strive to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and listed at the SIX Swiss Exchange. The skills and experience of our approximately 9,600 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2024, SIG produced 57 billion packs and

generated €3.3 billion in revenue. SIG also has an AAA ESG rating by MSCI, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit www.sig.biz

About Riedel

At Riedel, we live and breathe fruit juices, always prioritizing taste, quality, and sustainability. We do this with many well-known brands such as Appelsientje, CoolBest, and DubbelFriss. As a result, Riedel is the market leader in the Netherlands within the fruity beverages category. Additionally, Riedel is a production partner and supplier for private label brands. All of this is made possible by more than 200 dedicated employees.

The core principles that guide Riedel's approach are:

- A healthy and responsible product offering that aligns with the latest trends and evolving consumer needs.
- Close collaboration with our customers to achieve shared success.
- A healthy organization with engaged employees, where a passion for fruit is at the heart of everything we do.

Riedel is based in Ede, the Netherlands, and has been owned by the Dutch investment company Standard Investment since 2017.

Picture caption:

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Photo: SIG

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