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NATURALLY TASTY PROTEIN WITH ENVIRONMENTAL BENEFITS

RUMBLE SUPERSHAKES ARE NATURALLY AWESOME IN SIG'S NEW combismile PACKAGING

In today's beverage space, there is no shortage of demand for healthy products with value-added features that do not compromise on taste. Canadian brand Rumble® has been successful in meeting this challenge with its line of enhanced protein drinks, or Supershakes, available in three flavors: Dutch Cocoa (Organic Fairtrade sourced cocoa), Coffee Bean (Organic Fairtrade coffee), and Vanilla Maple (Organic vanilla bean extract). Relaunching with packaging from SIG, the shakes will soon be available in the unique combismileBig 330ml carton, fueling a wide demographic while working to support the planet.

For Rumble, its mission to “Feed the Good” exists on multiple levels. With 20 grams of grass-fed protein, five grams of fiber, 2,500 milligrams of Omega-3 fatty acids, and a robust organic veggie and green tea antioxidant blend, the Supershakes are also certified gluten free, lactose free, soy free, and non-GMO. Formulated to be low allergen and low in natural sugars, they are a nutrient-rich option that serve to supplement meals or as a ready-to-drink snack, catering to the needs of a wide audience ranging from children, to busy parents, ambitious athletes, and beyond. The company’s belief in feeding the body with high-quality natural ingredients translates to overall wellness, and to marry a quality nutritional profile with best in class taste provides consumers with an unmatched experience.

Differentiating packaging and lifestyle product with the environment in mind

Working with SIG, the brand has found an ideal partner to support in furthering its mission. The beverages are filled in combismileBig 330ml (11 FL OZ) carton packs that are fully recyclable. With its slanted top, round cheeks, “smile” at front, and grip corners, this new packaging solution emphasizes the aspect of product differentiation. Aside from the ergonomic and unique shape, it also allows for convenient consumption from the pack with a single-action closure that is leak-proof and tamper evident.



Furthermore, the packages are created using only raw cardboard made of pulp from trees from FSC™-certified (Forest Stewardship Council™), responsibly managed forests and other controlled sources. These carton packs are proven to be among the most environmentally-friendly packaging solutions.



The unique characteristics of the packaging provide customers with [product innovation and differentiation](#) as part of SIG’s Value Proposition. It serves as a means to bring quality food and beverage items to consumers, ensuring mutual success within partnerships.

Paul Underhill, Rumble Creator & Co-founder: “Innovation and sustainability lie at the core of our brand, and as we took the opportunity to renew and improve our formulation, we sought a container that was consistent with these values. We are excited to be relaunching Rumble in the combismile packaging, and hope our customers will love the packaging as much as they do the improved formulation.”

As a member of One Percent for the Planet (a global network of businesses, nonprofits and individuals working together for a healthy planet in order to accelerate smart environmental giving), Rumble gives at least 1% of its annual sales directly to environmental nonprofits. It is another avenue by which the brand expands its quest to “feed the good.” The Supershakes will be available on shelves with a new and improved formulation and smiling packaging design starting in January 2019.



Disclaimer: combismile is currently not available in Germany, France, Great Britain, Italy, and Japan.

About Rumble Nutrition

What we put in our bodies matters. This belief led our founder Paul on a quest to create the world's healthiest – and tastiest – naturally awesome Supershake. First made in Paul's kitchen, Rumble combines premium ingredients, power protein, and a hearty helping of omega 3's to feed your body and fuel your life. The ready to drink, shelf stable beverage contains premium ingredients and is certified gluten free, non-GMO, soy free, and lactose free. Rumble delivers delicious, all-natural nutrition on the go for consumers who are unwilling to compromise health for convenience. Rumble is a mission-based brand and is proud to donate 1% of all sales to environmentally-focused nonprofits through its commitment to 1% for the Planet. For more information, visit www.drinkrumble.com.

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 in 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 60 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit www.sig.biz.

PICTURE CAPTIONS:

Rumble Supershakes protein drinks will be launched in the unique combismileBig 330ml (11 FL OZ) carton pack from SIG starting January 2019.

Photo: Rumble Nutrition

With its slanted top, round cheeks, “smile” at front, and grip corners, combismile from SIG emphasizes the aspect of product differentiation. Aside from the ergonomic and unique shape, it also allows for convenient consumption from the pack with a single-action closure that is leak-proof and tamper evident.

Photo: Rumble Nutrition

The combismile packages are created using only raw cardboard made of pulp from trees from FSC™-certified (Forest Stewardship Council™), responsibly managed forests and other controlled sources.

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The Supershakes will be available in three flavors: Dutch Cocoa (Organic Fairtrade sourced cocoa), Coffee Bean (Organic Fairtrade coffee), and Vanilla Maple (Organic vanilla bean extract).

Photo: Rumble Nutrition

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