
27.07.2022



PRESTIGIOUS AWARD FOR SIG'S OUTSTANDING PACKAGING SOLUTION

Mexico: SIG wins the “Envase Estelar” 2022 for combifitMidi

SIG's packaging solution combifitMidi is once again in the spotlight. The exceptional packaging solution has won the prestigious “Envase Estelar” award in Mexico. The award is presented every year by the Mexican Packaging Association (AMEE) and is one of the most prestigious awards in the Mexican packaging industry.

This year, the unique competition around the "Envase Estelar" was again held as part of Expo Pack in Mexico City. This is a unique competition in Mexico. A jury of experts awards points for all entries according to a wide range of criteria such as product protection, shelf life, handling, opening and pouring behaviour, reclosability, shelf appeal, design, quality, use of materials, costs, volume and weight, sustainability and recyclability, innovation and adaptability to local needs.

According to the score obtained, the containers and packaging can aspire to the “Envase Estelar”

award. And those, that obtain the highest score, can also be awarded the "Excellence by Category".

This year SIG entered the competition with combifitMidi, a package that features a special geometry that stands out on the shelf and helps a brand to be easily recognised by consumers at the point of sale. The slim, modern packaging is eye-catching and the slanted top of the packaging and the angularly placed closure ensure optimal pouring.

In Mexico, Alpura has already opted for this outstanding packaging and offers "Alpura Seeds" in combifitMidi. Alpura Seeds, available in coconut and almond, are the first plant-based products Alpura is offering consumers in Mexico. The rotogravure printing makes the Alpura design shine like photo quality. The metallic effect underlines the high-quality character.



"We are very happy to receive the "Envase Estelar" award from the Mexican Association of Packaging. It is undoubtedly a recognition of the efforts we make every day to offer cutting-edge solutions in line with the needs of consumers. This is only possible thanks to our customers. That is why I would like to thank Alpura in particular for the trust they have placed in us to bring their first plant-based product, Alpura Seeds, to life with combifitMidi. This is undoubtedly an important step in this product category", commented Jesús Navarro, Marketing Director Mexico, Central America & the Caribbean at SIG.

Due to the high score obtained, combifitMidi also won the award for "Excellence in the Beverage category", thus affirming SIG's leadership as a provider of innovative solutions for the food and beverage industry.

About SIG

SIG is a leading packaging solutions provider for a more sustainable 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 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 approximately 8,100 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2021, SIG produced 45 billion packs and generated €2.5 billion in revenue (incl. Scholle IPN unaudited revenue). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

For insights into trends that drive the food and beverage industry, visit our SIGnals blog:

<https://www.sig.biz/signals/en>

PICTURE CAPTION:

The award ceremony for the “Envase Estelar” contest took place during Expo Pack Mexico. Érika Méndez, Brand Manager at Alpura, and Jesús Navarro, Marketing Director for Mexico, Central America & the Caribbean at SIG, received the awards on behalf of both companies.

Photo: AMEE

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