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RAISING AWARENESS TO INCREASE RECYCLING IN MEXICO

SIG PARTNERSHIP SHOWCASES RECYCLING IN ACTION AT MEXICO FUN PARK

SIG has teamed up with soft drink producer Sociedad Cooperativa Trabajadores de Pascual (SCTP) and fun park operator Ventura Entertainment to raise awareness of the importance of recycling through special collection bins made from recycled carton packs at La Feria de Chapultepec amusement park in Mexico.

Salvador Torres Cisneros, President of the Administration Board at SCTP, said: “We’re dedicated to producing natural, healthy and nutritious beverages and we want to contribute to the overall wellbeing of the world. SIG shares our commitment to protecting the environment and now we’re working together to go a step further for the planet by encouraging consumers to recycle their cartons so the materials can be reused.”



Brand power to raise awareness

SIG’s aseptic beverage cartons are 100% recyclable, but the rate of packs recycled remains low in Mexico due to low awareness of the value of recycling and a lack of suitable waste collection systems.



The new Coopera Recycling Campaign from SIG, SCTP and Ventura Entertainment aims to use the power of popular brands to raise awareness of the value of recycling among consumers of all ages. SCTP is one of Mexico’s largest soft drinks producers and the name behind Boing!® fruit drinks. Ventura Entertainment is one of the country’s biggest attractions operators and its La Feria de Chapultepec fun park attracts over 1.5 million visitors a year.

In the first phase of the campaign, SIG will provide 15 recycling containers to be placed around the park. Each is made out of a mix of polymer and aluminium that comes from around 7,000 recycled carton packs, providing a tangible example of recycling in action. Accompanying signs promote recycling and Ventura Entertainment will offer discounts on ticket prices for amusement activities for visitors who use the recycling bins. The empty cartons will be recycled by specialist company Alcamare.

Ricardo Carrillo, Commercial Director for Mexico and Central America at SIG said: “SIG partners with local stakeholders to support collection and recycling of beverage cartons around the world. In Mexico, we came up with the idea of a recycling campaign in a fun park so we could raise awareness among young people, who are the consumers of the future. Having a big brand like Boing!® involved will help us get the message across to even more people.”

Keeping high-quality materials in use

Encouraging consumers to recycle beverage cartons supports the circular economy by returning more materials into the value chain to produce new products. SIG’s cartons are made from mainly renewable materials in the first place so recycling them keeps high-quality renewable materials in circulation.

Contributing to the circular economy by using renewable content, optimising use of materials and promoting recycling after use is part of the company's commitment to go Way Beyond Good by putting more into society and the environment than it takes out.

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.

Founded 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2018, SIG produced more than 35 billion carton packs and generated €1.7 billion in revenue. For more information, visit www.sig.biz.

FIND OUT MORE IN SIG'S LATEST CORPORATE RESPONSIBILITY REPORT:

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

PICTURE CAPTIONS:

Recycling in action:

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Photo: SIG

Collecting bin:

Salvador Torres Cisneros, President of the Administration Board at SCTP, shows how it works: Empty carton packs should be placed in the collection bins made from recycled carton packs.

Photo: SIG

Recycled Packs:

15 recycling containers provided by SIG are placed at La Feria de Chapultepec amusement park. Each is made out of a mix of polymer and aluminium that comes from around 7,000 recycled carton packs, providing a tangible example of recycling in action.

Photo: SIG

YOUR CONTACT:

Heike Thevis
Press Officer

Tel.: +49 (0)2462 79 2608

Email: heike.thevis@sig.biz

SIG International Services GmbH

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