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NEW CLOSURE MEETS GROWING DEMAND FOR CONVENIENCE

Schwarzwaldmilch first to opt for SIG's innovative combiMaxx closure

The first commercial launch of SIG's innovative and highly convenient closure combiMaxx has taken place in partnership with well-known German dairy Schwarzwaldmilch.

Consumer demand for more convenience in packaging is constantly growing. SIG's new wider closure combiMaxx is a solution which takes convenience to a new level, while also ensuring smooth and easy implementation on existing SIG filling lines.

Schwarzwaldmilch now offers combiMaxx on all its dairy products in SIG's combiblocSlimline 1,000ml carton packs. Due to its large opening with a 25mm inner diameter, the new closure offers optimal product flow, perfect stream controllability and easy handling. Other benefits include a tamper-proof ring and the reassurance of resealable and leak-proof storage.



Andreas Schneider, Managing Director of Schwarzwaldmilch: "Meeting the convenience needs of the consumer is important to us. Incorporating SIG's new combiMaxx closure on our dairy packages offers outstanding performance for consumers, while also strengthening our brand position. Our close cooperation with SIG enables us to take consumer convenience to the next level without the need for a new closure applicator or any major investment."

combiMaxx can generally be combined with all existing mid- and large sized combibloc and

combifit carton packs from SIG, starting with combiblocSlimline, combiblocMidi and combifitMidi. The upgrade to combiMaxx was possible without significant investment by Schwarzwaldmilch, as the company was able to use its existing closure applicator.

Only a minor technical upgrade to the existing closure applicator and sorter unit is required via an upgrade kit and, once installed, customers can run combiMaxx and SIG's best-selling closure solution combiSwift on the same applicator. Just one small setting change is required by the machine operator.

Frederic Faber, Marketing Manager D-A-CH at SIG: "Our combiMaxx closure is certainly a game changer for the food and beverage industry when it comes to consumer convenience. Our close cooperation with Schwarzwaldmilch has turned the challenge of meeting ongoing consumer needs into a reality."

The partnership between SIG and Schwarzwaldmilch offers true product innovation and differentiation as part of SIG's Value Proposition, which aims to deliver innovative product and packaging solutions that enable businesses to satisfy ever-changing needs.

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 approximately 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

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>

About Schwarzwaldmilch

The Schwarzwaldmilch Group, a dairy cooperative, is one of the leading dairies in Germany. For over 90 years, farmers in the region have been supplying their milk to the two facilities in Freiburg and Offenburg. The approximately 1,000 mostly small, family-run farms with an average of 43 dairy cows ensure the outstanding quality of the dairy products. The company's portfolio ranges from milk (fresh and long-life), yoghurts, butter and sour milk products to lactose-free products – the organic and organic hay-milk range are Bioland certified. Since 2020, the subsidiary Black Forest Nature has also been producing and selling vegan oat-based products under the brand Velike!. More than 400 employees work in Freiburg and Offenburg.

PICTURE CAPTION:

The first commercial launch of SIG's innovative and highly convenient closure combiMaxx has taken place in partnership with well-known German dairy Schwarzwaldmilch.

Photo: SIG

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