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TAKING CONVENIENCE AND DIFFERENTIATION TO THE NEXT LEVEL

## **SIG presents next generation family-size packaging: combivita**

SIG is launching its new family-size aseptic carton pack, combivita, providing the next level of convenience and differentiation. Optimally tailored to busy consumers and the changing needs of the beverage industry, combivita offers on-shelf differentiation and flexibility in the filing process.

SIG's combivita has been developed based on extensive consumer-centric research and provides a competitive edge to beverage manufacturers. Available in three volume sizes (500, 750 and 1,000 ml), combivita has a slanted top and wider opening to ensure smooth and easy pouring with SIG's new tethered, easy open and resealable closure, truTwist, which is 32.5mm in its external diameter. combivita's organic curve on the back not only adds to its elegance, but also makes it easier for consumers of all ages to handle.

For beverage manufacturers, the side corner panels of combivita provide additional on-pack branding opportunities, to help achieve an outstanding shelf presence. The highly robust combivita pack enables 100% pallet utilisation and also reduces secondary packaging and logistics costs, compared to existing carton formats.

Innovative combivita family-size carton packs are the first to be filled on SIG's next generation filling machine, SIG NEO – a technical masterpiece that's packaged with technical innovations for manufacturers to meet present and future challenges.

*Ali Kaylan, SVP Innovation at SIG: "The pandemic has fuelled a paradigm shift in consumer habits, including working from home and buying products in advance. As a result, the demand for convenient family-size products and packaging formats has grown exponentially. Our new combivita carton pack makes life more simple, convenient, flexible and sustainable for both consumers and our customers."*



As the focus on sustainability continues to gain importance, combivita carton pack has an excellent environmental footprint, with 100% of the paperboard sourced from FSC™-certified forests and using 100% renewable energy during the manufacturing process. In addition, there is also the opportunity for combivita carton packs to be combined with SIG's **SIGNATURE** packaging material, where the polymers are also linked to forest-based materials. For products sensitive to light and oxygen, an ultra-thin layer of ASI-certified aluminium provides world-class barrier qualities.

*Morshed Kamal, Senior Product Manager at SIG: "With true innovations such as combivita and our next generation SIG NEO filling machine, we are optimally equipping the food and beverage industry for today's requirements while also preparing them for the changes, challenges and opportunities ahead."*

#### **About SIG**

SIG (FSC™ trademark licence code: FSC™ C020428) 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 5,900 employees worldwide enable us to respond quickly and effectively to the needs of our customers in around 70 countries. In 2020, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, a 13.4 ESG Risk Rating (low risk) score from

Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit [www.sig.biz](http://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>

**PICTURE CAPTION:**

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**Photo: SIG**

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