

## Press release

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# Smart Earth launches innovative Camelina Oil for pets in spouted pouches from SIG

Smart Earth, a company committed to providing high-quality nutrition for pets, has just launched its first retail product for end consumers in the Chilean market: Camelina Oil in SIG CloverCap pouches. The product, designed as a natural omega-3 supplement for dogs, comes in a convenient 90-gram size and marks a milestone as the first pet food product packaged in a SIG CloverCap pouch in South America.

Smart Earth's Camelina Oil supports the health and well-being of dogs by offering a plant-based, nutrient-rich supplement that promotes vitality and a shiny coat. The SIG CloverCap pouches ensure easy handling, space-saving storage, and convenient portioning thanks to their reclosable cap, making it a perfect fit for modern pet owners who value practicality and functionality.

"We're incredibly proud to bring an innovative product in equally innovative packaging to pet owners in Chile. Convenience, ease of use, and nutritional value were key drivers in our decision to partner with SIG and introduce Camelina Oil in this format," said **Mary Matos, Business Development Director at Smart Earth**.



The product launch in Chile is only the beginning. Smart Earth has ambitious plans to expand the distribution of pet food products to other key South American markets, including Brazil, Colombia, Argentina, and Peru in the near future.

"This is an exciting and fast-growing market segment, and we are confident that our diverse range of spouted pouch solutions can deliver significant value to brands like Smart Earth," said **Thiago Franzin, Head of Sales Bag-in-Box and Spouted Pouch Latin America at SIG**. "We are proud to support a pioneering launch that brings innovation and differentiation to the pet food category."

By combining a high-quality functional product with innovative and consumer-friendly packaging, Smart Earth is setting a new path for pet nutrition in South America.

### **About Smart Earth**

Smart Earth is a Chilean company formed in 2021 that is dedicated to the production and commercialization of camelina and its by-products, to enrich pet diets, and at the same time promote natural source omega 3 supplements for different food industries. Smart Earth is a subsidiary of Smart Earth camelina Corp. based in Canada where it is dedicated to developing and selecting the best NON-GMO varieties of camelina, and marketing the Smart Earth camelina oil brand for pets and equine in North America for several years now.

The love for Smart Earth camelina oil among pet and equine owners is very evident, reflected in the thousands of reviews on the Canadian website [www.smartearthcamelina.ca](http://www.smartearthcamelina.ca), and the U.S. website [www.smartearthcamelina.com](http://www.smartearthcamelina.com).

Our commitment at Smart Earth is to provide a unique, high value camelina oil to improve the health of you and your loved ones, while diversifying Chilean agriculture with a rustic, sustainable crop!

### **About SIG**

SIG is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the 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 strive to create a regenerative food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and listed at the SIX Swiss Exchange. The skills and experience of our approximately 9,600 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2024, SIG produced 57 billion packs and generated €3.3 billion in revenue. SIG also has an AAA ESG rating by MSCI, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit [www.sig.biz](http://www.sig.biz)

### **Picture caption:**

Smart Earth has just launched its first retail product for end consumers in the Chilean market: Camelina Oil in SIG CloverCap pouches.

**Photo: SIG**

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