

21.10.2019

CARTON PACK PERFECTLY SUITED FOR ON-THE-GO

## SIG AND PIONEER FOODS LAUNCH THE FIRST COMBISMILE IN THE MEA REGION

SIG Combibloc Obeikan and Pioneer Foods, one of the largest South African producers and distributors of a range of branded food and beverage products, announced today the launch of the first combismile carton pack in the Middle East and Africa region. The packaging innovation combismile offers Pioneer Foods the potential to access new market opportunities, fuel a wide demographic with on-the-go consumers and offer premium product differentiation across their portfolio.



SIG has developed combismile, a packaging solution for on-the-go consumption that offers volume and design flexibility as well as the drinksplus option that gives an additional health and nutritional value to beverages by adding fruit or vegetable particulates. With its curved, modern shape and easy-grip corners, it allows for convenient consumption from the pack with a single-action closure that is leak-proof and tamper evident. Furthermore, combismile is created using only paperboard made of pulp from trees from FSC™-certified, responsibly managed forests and other controlled sources. It is proven to be among the most environmentally-friendly packaging solutions.

*Abdelghany Eladib, Chief Operating Officer, SIG Combibloc Obeikan: “Today’s announcement marks an exciting milestone for our partnership with Pioneer Foods. Together, we create more innovative, sustainable and differentiated products to bring quality food and beverages to the market. The region’s population is undergoing a major shift in demographics and a rapid urbanization. Consumer spending in Africa is projected to reach \$2.1 trillion by 2025. These strong structural fundamentals are driving consumer demand in the food and beverages sector. On the go consumption is the new trend in the ever-changing*

*fast consumer lifestyles. The differentiation, the volume and product flexibility of the combismile pack makes it an attractive solution for our partner to respond to regional market needs.”*

Pioneer Foods continues to upgrade its robust, locally relevant product portfolio with strong positions in cereals, juices, and other African nutritional food staples, including well-known, scaled brands like Weet-Bix, Liqui-Fruit, Ceres, Sasko, Safari, Spekko, and White Star. The company also exports to several African countries and has joint ventures in Namibia, Botswana, Kenya and Nigeria. It also operates a breakfast cereal business in the UK.

*Tertius Carstens, CEO of Pioneer Foods, said: “SIG has been an integral partner in bringing this innovative product to the market in the MEA region. As we look to accelerate our growth and expand by boosting our go-to-market capabilities and portfolio, combismile represents a differentiated product allowing us to greater scale our offerings in Africa.”*

**Disclaimer: combismile is currently not available in Germany, France, Great Britain, Italy, and Japan.**

#### **About Pioneer Foods:**

Pioneer Foods is one of the largest South African producers and distributors of a range of branded food and beverage products and posted revenue of R20.2 billion in 2018. For shoppers around the world, Pioneer Foods is the food and beverage company that develops and delivers products that help them and their families realise their full potential and live better lives through the company's quest and purpose to consistently establish new and enhanced ways of producing, distributing, marketing and selling products.

The Group operates mainly across South Africa and exports to more than 80 countries across the globe inclusive of a number of countries in Africa. Through its established joint ventures initiatives the Group also operates in Namibia, Botswana, Kenya and Nigeria. In South Africa the Group operates a number of world-class production facilities producing a range of products that includes some of the most recognizable and best loved brand names in South Africa, including the following brands: Weet-Bix, Liqui-Fruit, Ceres, Sasko, Safari, Spekko and White Star.

#### **About SIG Combibloc Obeikan**

##### **The Company**

SIG Combibloc Obeikan (FSC™ trademark licence code: FSC™ C020428) is one of the world's leading systems and solutions provider for aseptic packaging and filling machines for beverages and food. Our success is driven by our people and their commitment to our customers. We offer high-speed and highly efficient aseptic filling machines with unbeatable volume, format and product flexibility. The corresponding range of aseptic carton packs protects the quality of food and beverages ensuring consumers across the region enjoy a wholesome and nutritious product.

##### **The Joint Venture**

Established in 2001, the Joint Venture is a result of the shared vision of SIG Combibloc (Switzerland) and the Obeikan Investment Group (Saudi Arabia) to offer total aseptic packaging system solutions and tailored customer support to the food and beverage industry across the Middle East and Africa.

The combined expertise of the two companies has enabled SIG Combibloc Obeikan to offer the very best in technology to the region and further strengthened our position as a total aseptic

packaging solutions provider. Through our 9 offices located strategically across MEA and a state-of-the-art production facility in Riyadh, we have retained our fundamental purpose: to offer world-class products and services while understanding first-hand the local needs and requirements of our customers and the market they operate in. SIG Combibloc Obeikan's portfolio of clients contains some of the biggest brands within the long-life milk and juice market segments.

**PICTURE CAPTION:**

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**Photo: SIG**

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