

## Press release

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### Driving innovation in the Colombian beverage packaging industry

# **Celema first in Colombia to implement SIG's fast and flexible aseptic carton filling technology**

SIG announces a groundbreaking partnership with Celema, an emerging player in the Colombian co-packing sector for beverages. Celema is the first company in Colombia to implement SIG's advanced aseptic carton filling technology. Production on the SIG Small 12 Aseptic is expected to start by the end of Q4 2024.

Currently, [Colombia is one of the main consumer markets in South America](#), which is why SIG is expanding its operations in the region. Colombia is significant to Latin America's economy due to its strategic geographic location, acting as a gateway between Central and South America, and its strong trade relationships with both regional and global partners.

Founded over 65 years ago, Celema has built a long-standing reputation for producing high-quality dairy products in the region of Manizales, in the Caldas department. Now, the company has focused its business activities on co-packing in the B2B sector, along with its commercial brand 'Celema' for the B2C market.

SIG's flexible filling technology will allow Celema to offer its customers packaging solutions ideally suited to protect the product quality while at the same time offering various packaging volumes, that can be filled on one and the same SIG filling machine with unmatched fast changeover times. This flexibility was a decisive factor in Celema's decision to choose SIG's technology, enabling beverage companies to meet different price points and consumer needs. Initially, Celema will focus on filling flavored milk drinks, plant-based beverages, where it is a key reference in Colombia, and juices in SIG SmallBloc 200mL carton packs.

"We are excited to partner with Celema and introduce our aseptic filling technology to Colombia", said **Enrique Hargreaves, Head of Sales America-South at SIG**. "This collaboration emphasizes our commitment to providing excellent and sustainable packaging solutions around the world. The flexibility and efficiency of our technology will help Celema to offer outstanding products in both the local and international markets."

**Andres Orozco, General Manager at Celema**, added: "We are thrilled to pioneer SIG's aseptic filling technology in Colombia. This investment highlights our dedication to quality and sustainability, and we aim to enhance our production capabilities to meet the diverse needs of our market in food, nutrition, and wellness. SIG's flexibility will allow Celema to develop products and volumes that are currently not available in the Colombian market, incorporating differentiated and value-added products."

### **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 versatile packaging systems and solutions for innovative products and smart operations, all to address the ever-changing needs of consumers. Sustainability is integral to our business and guides us on our journey to create packaging for better – packaging that gives more to people and the planet than it takes out.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2023, SIG produced 53 billion packs and generated €3.2 billion in revenue. SIG also has an AA ESG rating by MSCI, a 13.9 (low risk) score by Sustainalytics, Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#).

### **About Celema**

We manufacture food products across six business lines that meet needs in nutrition and flavor for restaurants, the food industry, retail, hard discount, and school meal programs. With one of the most comprehensive blending and preparation facilities in Latin America, we are also one of Colombia's largest producers of plant-based beverages, delivering over 146 million finished units per year. With more than six

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decades of food manufacturing experience and over 18 years co-packing for major companies in Colombia, our purpose is clear: We provide food, nutrition, and wellness solutions focused on competitiveness, responsibility, and adaptability, striving each day to be the best sustainable choice for our stakeholders.

**Picture caption:**

Celema, an emerging player in the Colombian co-packing sector for beverages, is the first company in Colombia to implement SIG's advanced aseptic carton filling technology. Production on the SIG Small 12 Aseptic is expected to start by the end of Q4 2024.

**Photo: Celema**

Your contact for media inquiries:

Heike Thevis  
Press Officer at SIG

Tel: +49 (0)2462 79 2608  
Email: [heike.thevis@sig.biz](mailto:heike.thevis@sig.biz)