
02.10.2019



A SUSTAINABLE CHOICE FOR RESPONSIBLE CONSUMERS

START-UP BRAND DRINKS³ LAUNCHES NEW RESPONSIBLE WATER³ IN SIG'S combidome CARTON BOTTLE

To help achieve its goal of becoming the UK's lowest carbon footprint drinks brand by 2022, start-up DRINKS³ (Drinks Cubed) has launched its new premium mineral water in SIG's unique combidome carton bottle with **SIGNATURE** packaging material.

WATER³ (Water Cubed) is a pure mineral water product sourced from the valleys of Lower Saxony in Germany. The water is packaged in SIG's carton bottle combidome, which combines the best features of a carton pack with the best features of a bottle, is fully recyclable, primarily made from FSC™-certified paperboard, and provides the best CO₂ performance compared to other beverage packaging solutions on the market. WATER³ is therefore a fantastic alternative to what would usually be plastic packaging.

WATER³ also uses SIG's **SIGNATURE** packaging material, meaning most of the used polymers are linked to wood-based renewable materials through a process called mass balancing. Added to this is an ultra-thin aluminium foil certified to the Aluminium Stewardship Initiative (ASI) standard.

DRINKS³ aims to lower its carbon footprint through using plant-based and responsible materials that generate significantly less CO₂ than other beverage packaging, and by supporting efficient transport and distribution to reduce emissions even further. The brand also plans to help reduce the use of single-use plastics by actively encouraging consumers to choose products with packaging offering environmental benefits and to recycle them.

“At DRINKS³ we know that consumers around the world are seeking more natural and ethically-produced products, which is why we believe in providing products that are good for the mind, body and planet,” said Ravinder Sandhu, Co-Founder at DRINKS³. “Choosing the carton bottle for our new WATER³ therefore was a natural choice – offering consumers responsible product packaging that’s innovative within the premium mineral water market.”

Through SIG's combidome with **SIGNATURE** packaging material, DRINKS³ is catering to the demands of modern eco-conscious consumers while offering a high level of convenience and differentiation. The unique carton bottle enables the product to stand out on retail shelves while guaranteeing a smooth pouring action and making drinking straight out of the carton easy. Together, these packaging properties are an ideal fit for the growing water and near-water trend with consumers seeking tasty and healthy refreshment even when on the move.

“Working together with DRINKS³, we are proud to launch an innovative water product in a sustainably-driven packaging solution that will make a real difference for both consumers and the planet,” said Norman Gierow, Head of Marketing Europe at SIG. “Our cooperation with start-up brand DRINKS³ supports our longer terms goals of giving more to society and the environment than we take out, and always acting sustainably and responsibly.”

In partnering with SIG, DRINKS³ is leveraging the potential of SIG's Product Innovation and Differentiation platform – a drive to deliver innovative product and packaging solutions that enable businesses to satisfy ever-changing needs.

About SIG

SIG (FSC™ trademark licence code: FSC™ C020428) is a leading systems and solutions provider for aseptic 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.

Founded 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2018, SIG produced more than 35 billion carton packs and generated €1.7 billion in revenue. For more information, visit www.sig.biz

PICTURE CAPTION:**Water Cubed:**

To help achieve its goal of becoming the UK's lowest carbon footprint drinks brand by 2022, start-up DRINKS³ (Drinks Cubed) has launched its new premium mineral water in SIG's unique combidome carton bottle with **SIGNATURE** packaging material.

Photo: SIG

YOUR CONTACT:

Heike Thevis
Press Officer

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

SIG International Services GmbH

Visit us on www.sig.biz or on our blog at signals.sig.biz