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FRIMESA IS THE FIRST COMPANY IN THE AMERICAS TO OPT FOR COMBISTYLE

## **Brasil: Frimesa launches SIG's unique combistyle packaging at APAS 2022**

Frimesa and SIG announce the launch of the first combistyle carton packaging in the Americas during the APAS Show 2022, the largest food and beverage trade fair in the Americas. The event will take place between May 16<sup>th</sup> and May 19<sup>th</sup> at the Expo Center Norte in São Paulo, SP.

SIG's unique combistyle carton pack impresses with a unique and fresh look and a distinctively shaped corner panel to ensure on-shelf differentiation, instant consumer appeal and added functionality. Frimesa will benefit from the best shape flexibility for different product types and the ability to adapt to changing market demands, as the combistyle package is filled on SIG's CFA 812 filling machine – the same filling line Frimesa already uses to fill SIG's combiblocMidi 1,000 ml carton packs.

*According to Renata Kasahara, Head of Marketing at SIG South America,*

*combistyle will bring even more flexibility to Frimesa: "Among combistyle's differentials is a better pouring experience – the closure is centred and the stylish and eye-catching corner panel provides on-shelf differentiation. The design is completely different from any other packaging on the market and features a convincing metallic effect, made possible by exclusive technology from SIG."*

Frimesa, who was SIG's first customer in Brazil back in 2006, will also now be the first company to relaunch its regular milk range in combistyle format.

*For Valter Vanzella, president of Frimesa, "the versatility that SIG offers will enable Frimesa to have greater productivity and diversity in its production. The new packaging will bring flexibility of shapes and sizes to our product portfolio, expanding our operations and market possibilities".*

### **Unique flexibility**

SIG's customers like Frimesa benefit from the low investment needed to upgrade to combistyle on SIG's existing CFA 810 and CFA 812 filling machines, which also can fill combiblocMidi and combifitMidi with volumes ranging from 500 to 1,000 ml. This makes a total of up to 8 different packs. Flexibility is one of SIG's key differentiators, with filling lines prepared for filling various formats and sizes, as well as different viscosities and products on a single machine.

Frimesa's entire product line of regular milks (whole, semi-skimmed and skimmed) and zero lactose will migrate to the combistyle format and will be available in the markets by June 2022.

### **About SIG**

SIG 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 2021, SIG produced 42 billion carton packs and generated over €2.0 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>

### **About Frimesa**

With 45 years in Paraná, Frimesa is a Cooperative Central that operates in the food market derived from pork meat and milk. It is the 4<sup>th</sup> largest Brazilian swine slaughtering and processing company and is among the largest milk companies in Brazil.

In 2021, the company's revenue reached R\$5.039 billion, a growth of 17% compared to the previous year. The company's headquarters is located in Medianeira in Western Paraná. The region also has its six industrial plants. The company generates more than 10 thousand direct jobs. More information: [www.frimesa.com.br](http://www.frimesa.com.br)

**PICTURE CAPTION:**

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**Photo: SIG**

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