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POMÌ FINELY CHOPPED TOMATOES IN CARTON PACKS WITH SIG'S EVEN MORE SUSTAINABLE PACKAGING MATERIAL

Casalasco first in Europe to launch food products in SIG carton packs with **SIGNATURE FULL BARRIER** packaging material

Casalasco Società Agricola S.p.A., one of the most important European producers and co-packers of tomato products, is the first in Europe to launch food products in aseptic carton packs from SIG, made from the even more sustainable packaging material **SIGNATURE FULL BARRIER**. The small amount of polymers used in this packaging material are linked to certified forest-based

renewable sources via a mass balance system, reducing the carbon footprint of the carton pack even further*.

Casalasco has recently renewed the visual identity of the iconic tomato brand Pomì and, as a part of this restyling, has chosen SIG's combiblocCompact 300ml aseptic cartons with **SIGNATURE FULL BARRIER** packaging material to pack Pomì Finely Chopped Tomatoes. With a strong partnership with SIG spanning decades, Casalasco already has seven SIG filling machines at their first-class Italian production facilities and the transition to **SIGNATURE FULL BARRIER** has been quick and easy due to this existing highly flexible filling technology.

*Fabrizio Fichera, Marketing & Business Development Director at Casalasco Società Agricola S.p.A.: "Switching to **SIGNATURE FULL BARRIER** packaging material ensures we are giving our consumers the most sustainable yet convenient packaging solution. We have a strong heritage in producing high quality tomato products which respect nature, always working in an ethical and sustainable way along the entire supply chain. Our cooperation with SIG means we're always ahead of the curve in being able to offer high quality food, while also increasing our commitment to sustainability."*

The polymers in **SIGNATURE** packaging material are fully linked to the forest-based material tall oil, which is a by-product of the paper industry rather than a crop grown on agricultural land that could otherwise be used for producing food. All three raw materials in **SIGNATURE FULL BARRIER** are linked to certified responsible sources via mass-balance systems: paperboard is from FSC™-certified forests and other controlled sources; forest-based renewable polymers certified according to ISCC PLUS; and an ultra-thin layer of aluminium which protects against light and oxygen is covered by ASI (Aluminium Stewardship Initiative) certification.

*Giovanni Micheletto, Managing Director for Italy and South-East Europe at SIG: "Together with Casalasco we achieve another sustainable first for the European food and beverage market, with Casalasco launching the first food product in our carton packs with **SIGNATURE FULL BARRIER** packaging material. We will continue to go Way Beyond Good and work closely with the team at Casalasco to package its tomato products in the most sustainable way possible."*

*<https://www.sig.biz/en/packaging/sustainability/life-cycle-assessments>

About SIG

SIG (FSC™ trademark licence code: FSC™ C020428) is a leading packaging solutions provider for a more sustainable 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 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 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our

customers in over 100 countries. In 2022, SIG produced 49 billion packs and generated €3.1 billion in pro forma revenue (incl. Scholle IPN and Evergreen Asia unaudited revenue). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

For insights into trends that drive the food and beverage industry, visit our SIGnals blog: <https://www.sig.biz/signals/en>

PICTURE CAPTION:

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Photo: SIG

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