

26.10.2020

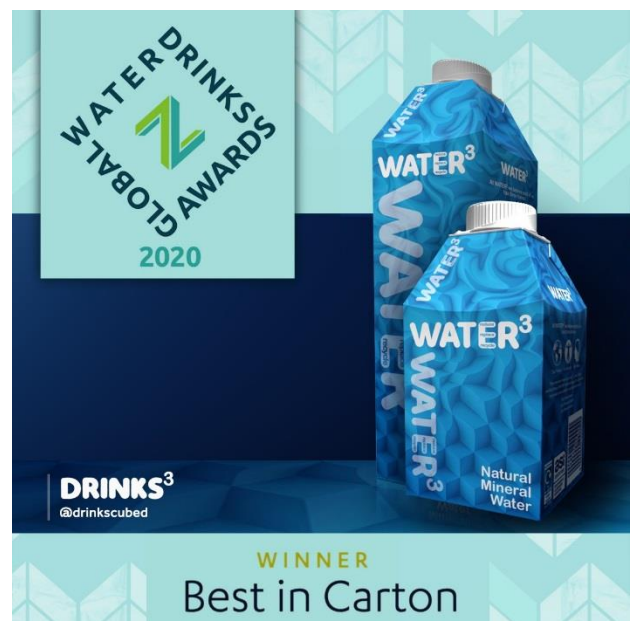
JOINT WINNERS WATER³ AND WA WAAH WATER REAP REWARDS FROM
SIG'S SUSTAINABLE SOLUTIONS AND DIFFERENTIATED DESIGN

SIG packs help customers win big at the Global Water Drinks Awards

SIG customers won big in the “Best in Carton” category of the Global Water Drinks Awards during Zenith Global’s 17th Global Water Drinks Congress.

DRINKS³ (Drinks Cubed) won for its WATER³ in SIG’s combidome carton bottle with **SIGNATURE** packaging material. Joint winner, The Happy Healthy Kids Co. won for Wa Waah Water in SIG’s combifitPremium.

The award for WATER³ recognises the outstanding partnership between DRINKS³ and SIG, who jointly developed a product and packaging concept that has proved to be a perfect match.



“Absolutely ecstatic to have won Best in Carton at the Global Water Drinks Awards,” said Ravinder Singh Sandhu, Co-Founder of DRINKS³. “Thanks to all those who have helped us on our first year of this sustainable journey, and special thanks to the team from SIG.”

Sustainable solutions, differentiated design

Start-up DRINKS³ aims to be UK’s lowest carbon footprint drinks brand, and packaging is an important part of this mission. SIG’s combidome with **SIGNATURE** packaging material was the natural choice to enable the WATER³ brand to enter the premium mineral water market with an

eye-catching, convenient and low-carbon offering for increasingly eco-conscious consumers. **SIGNATURE** is the only aseptic carton packaging material in the world with polymers linked to 100% plant-based renewable materials (via a certified mass balance system).

Judges were convinced that WATER³ in combidome with **SIGNATURE** packaging material “covers all the eco-bases.” They praised the “wide consideration of sustainability across production, packaging and distribution”, and the “pure design combined with a sustainable approach.”

The strong environmental credentials of its packaging clearly set WATER³ apart from competing water brands. The unique design of combidome, SIG’s carton bottle, further differentiates WATER³ on retail shelves, while guaranteeing smooth pouring action and easy drinking straight from the carton.

*“From my very first meeting with DRINKS³, I knew together we could create the winning formula,” said Colin Stubbs, Business Development & Key Account Manager at SIG UK. “By adopting SIG’s Way Beyond Good initiatives, our unique combidome carton with **SIGNATURE** packaging material is helping DRINKS³ achieve their dream of creating the lowest carbon footprint drinks brand.”*

Meanwhile, they felt Wa Waah Water in combifitPremium “hit all the right points” and offered a “differentiated product with a design that appeals to the target market”.

Certified responsibly sourced

Choosing SIG as their packaging partner also enables customers to capitalise on SIG’s commitment to responsible sourcing.

DRINKS³ was an early adopter of **SIGNATURE** and one of the first customers to take advantage of the option, unique to SIG, to choose packs with all three main materials certified as responsibly sourced.

The paperboard used in WATER³ packs is from FSCTM-certified sustainable sources, the polymers linked to renewable materials are certified to ISCC PLUS and the ultra-thin layer of aluminium foil is certified to the Aluminium Stewardship Initiative standard.

SIG’s commitments to sustainable innovation and responsible sourcing are central to the company’s ambition to go Way Beyond Good by putting more into society and the environment than it takes out.

About SIG

SIG (FSCTM trademark licence code: FSCTM C020428) 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 5,500 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2019, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, an 18.8 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

YOUR WAY TO THE ONLINE AWARD CEREMONY:

<https://www.youtube.com/watch?v=k34Dmr3flyY&t=532s>

FIND OUT MORE ABOUT SIGNATURE PACK:

<https://www.sig.biz/en/packaging/beverage-packaging/signature-pack-details>

PICTURE CAPTION:

SIG customers won big in the “Best in Carton” category of the Global Water Drinks Awards during Zenith Global’s 17th Global Water Drinks Congress. DRINKS³ (Drinks Cubed) won for its WATER³ in SIG’s combidome carton bottle with **SIGNATURE** packaging material.

Photo: SIG

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