

Press release

2024-01-31



HAK is the first vegetable producer to use SIG Terra Forest-based polymers

SIG carton packaging modernizes the conventional ambient vegetable aisle in the Netherlands

As demand for more innovation and sustainable packaging continues to grow from manufacturers, retailers and consumers, SIG carton packaging continues to meet these needs. The traditional long life vegetable aisle, made up of mainly cans and glass, is now being disrupted by SIG carton packs, with its many convenience, efficiency, and sustainability benefits.

HAK, the leading Dutch plant-based food producer, has recently opted to use SIG SafeBloc carton packs – a more sustainable packaging option compared to cans or glass jars* – to ensure its pulses products are optimally protected to retain their high quality over a prolonged period. The high share of renewable materials and resource-efficient carton packaging results in a significantly lower CO₂ footprint*.

HAK is the first vegetable producer among SIG's customers to use the sustainable packaging material SIG Terra Forest-based polymers. 90% of the packaging material is forest-based – including polymers linked to forest-based renewable sources via a certified mass-balance approach. They are a move away from conventional fossil-based polymers.

Nicole Freid, CEO at HAK: “As we strive to accelerate the protein transition from animal to healthier and environmentally-kind pulses, we aim to set a new packaging standard in this category which makes eating pulses even more accessible. By offering our consumers the latest sustainable packaging solution from SIG, we ensure the packaging perfectly complements our plant-based food portfolio in a contemporary and refreshing way.”

The convenient carton pack is perceived by consumers as a modern solution that is lightweight and handy. Its space-saving shape makes it easy to carry, handle, store, and dispose of for recycling at home. Manufacturers and retailers benefit from SIG carton pack’s logistical and storage efficiency, both in transportation and retail.

José Matthijsse, President & General Manager Europe at SIG: “Vegetables and pulses in carton packaging fit with the efforts of food companies such as HAK, who reduces its ecological footprint by investing in organic products, reducing CO₂ emissions, and choosing pulses as an alternative protein source. We continue to work closely with HAK to support them in delivering the latest sustainable packaging solutions and I’m convinced our partnership will put them in an excellent position for market penetration and volume growth, as well as improving the company’s environmental standing in the category.”

* based on the results of a comparative ISO-compliant, critically reviewed LCA of retort food carton versus other substrates: https://cms.sig.biz/media/14543/lca-food_sig-final_report_incl-critical-review.pdf

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 2022, SIG produced 49 billion packs and generated €3.1 billion in pro forma revenue (incl. unaudited revenue from recent acquisitions). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics, a 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 HAK

HAK was founded in 1952 by the Hak family in Giessen. We process and sell vegetables and pulses of which quality, transparency and proximity are always the basis. Since 2023 HAK is a B Corp: a certified company committed to a better world, with an eye for people, the environment and society.

HAK believes that the world is a better place where you can live longer and healthier if everyone eats more vegetables and pulses. So our mission is to help as many people as possible eat more vegetables and pulses anytime and anywhere by making it easier and tastier according to the principles of HAK's Green Kitchen.

Picture caption:

HAK, the leading Dutch plant-based food producer, has recently opted to use SIG SafeBloc carton packs – a more sustainable packaging option compared to cans or glass jars* – to ensure its pulses products are optimally protected to retain their high quality over a prolonged period.

Photo: HAK

Your contact for media inquiries:

Heike Thevis
Press Officer

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