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## Netherlands: Fuze Tea – first iced tea brand filled in **SIGNATURE** packaging solution from SIG

From March 2021, Coca-Cola's Fuze Tea's carton packs in the Netherlands are being produced more sustainably by using 100% responsibly sourced materials, that are 95% linked to plant-based raw materials which results in CO<sub>2</sub> saving. Fuze Tea is the first brand in the iced tea category to switch to more sustainable carton packs by using SIG's carton packs with the innovative **SIGNATURE** packaging material.

### Plant-based raw materials

As much as 95% of the new carton pack is linked to plant-based raw materials such as paperboard made from renewable and responsibly sourced wood and polymers linked to wood-based tall oil, a

residue extracted from wood in the paper making process. Besides that, all three main materials are certified as 100% responsibly sourced. The paperboard is FSC™-certified, the polymers certified via an independently certified mass balance system and the aluminium certified by the Aluminium Stewardship Initiative (ASI). The closure is linked to plant-based polymers, too. An independent lifecycle assessment shows that **SIGNATURE** reduces the carbon footprint of carton packs (more information at [www.sig.biz](http://www.sig.biz)).

*Volker Bubacz, Head of Market Area BeNeLux and UK at SIG: "We are incredibly proud of the next step on our journey with Coca-Cola in the Netherlands and to contribute to both the commercial and sustainability ambitions of Fuze Tea with the transition to our **SIGNATURE** packaging solution, that reduces the carbon footprint of the packaging."*

### **More sustainable packaging**

The move to aseptic carton packs linked to 100% responsibly sourced materials is in line with Coca-Cola's sustainability ambitions. Coca-Cola in the Netherlands has long been working on making all its packaging more sustainable, such as reducing unnecessary packaging and using more sustainable materials.

*Joris Hendriks, Director Commercial Development at Coca-Cola European Partners Netherlands: "Sustainability is at the heart of Fuze Tea. Of course, this applies not only to the ingredients of Fuze Tea itself, by only purchasing Rainforest Alliance certified tea and by using the method of preparing infused tea, but also when looking at the packaging. Fuze Tea is available in a variety of packaging solutions, from aseptic carton packs, PET bottles made from 100% recycled plastic rPET and cans to returnable glass bottles. We always look for the most suitable packaging and the most sustainable solution available for any purpose of use."*

### **Working together**

Coca-Cola European Partners has the ambition to become climate-neutral across the entire value chain by 2040. Over the past ten years, Coca-Cola European Partners has already reduced its CO<sub>2</sub> emissions by 30% through initiatives in the areas of transport, cooling, production and packaging. For the next ten years, the goal is to reduce emissions by another 30%. To realise these broad ambitions, partnerships with suppliers are essential. Fuze Tea's new carton packs were created in close cooperation with SIG.

The **SIGNATURE** packaging material is one of the milestones in SIG's journey to go Way Beyond Good by putting more into society and the environment than it takes out.

### **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 more than 5,500 employees worldwide enable us to respond quickly and effectively to the needs of our customers

in over 60 countries. In 2020, 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](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>

**PICTURE CAPTION:**

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**Photo: SIG**

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