

06.10.2022

COMBIVITA COMMENDED FOR EASE OF USE FOR ALL

SIG's next generation family-size packaging combivita with tethered closure truTwist wins German Packaging Award

SIG's next generation family-size packaging combivita has won the coveted German Packaging Award in the category 'Functionality and Convenience'. The jury was particularly impressed by its tethered closure truTwist, which judges evaluated "is very simple and thus easy to use, even for people with physical challenges."

The jury continued its acclaim: "The large opening combined with the slanted top, makes for easy pouring right down to the very last drop. The lid remains firmly attached to the packaging after opening – complying with the EU Single-Use Plastics Directive. The lid easily snaps into place when opening, so does not interfere with pouring. An audible click gives reassurance that the lid has opened and closed securely. All in all, combivita is a successful solution which is easy to handle for consumers."

The German Packaging Award is Europe's most renowned showcase for packaging and one of the most important international, cross-sector and cross-material competitions. Highly competitive and attracting entries from many countries, the German Packaging Institute (dvi) honours innovations and the best solutions in packaging across ten categories – from seemingly small but groundbreaking details to fundamental innovations. Winners of the award are also nominated for the WorldStar of the World Packaging Organisation (WPO).



Dr Bettina Horenburg, Director Corporate Communications at Siegwerk Druckfarben and board member of the German Packaging Institute (dvi) commented on this year's competition: "If you want to see outstandingly creative and intelligent packaging innovations, look no further than the winners of the German Packaging Award. It is extremely remarkable that the companies have not allowed the adversities caused by Covid-19, the energy crisis and supply chain problems to get in the way of their innovative and creative power."



The combivita aseptic carton pack from SIG provides the next level of convenience and differentiation and is optimally tailored to the needs of busy families. Standing out on shelf and with flexibility in the filling process, combivita also meets the changing needs of the beverage industry.

Morshed Kamal, Senior Product Manager at SIG: "We are super proud of this prestigious award for our highly convenient and functional combivita family-size carton pack. For us, it is the best proof that our innovation strikes a chord in these changing times and is ideally suited to meet the demands of the industry today and tomorrow."

Developed based on extensive consumer-centric research, combivita provides a competitive edge for beverage manufacturers. Available in three volume sizes (500, 750 and 1,000 ml), combivita has a slanted top and wider opening to ensure smooth and easy pouring, thanks to the tethered truTwist closure, which is 32.5mm in diameter. The organic curve on the back adds to its elegance and makes it easier for consumers of all ages to handle in multiple occasions. combivita also has a very favourable environmental footprint, with 100% of the paperboard sourced from FSC™-certified forests and other controlled sources and using 100% renewable energy during the manufacturing process.

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 8,400 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2021, SIG produced 48 billion packs and generated €2.7 billion in 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 CAPTIONS:

SIG's next generation family-size packaging combivita has won the coveted German Packaging Award in the category 'Functionality and Convenience'. The jury was particularly impressed by its tethered closure truTwist, which judges evaluated "is very simple and thus easy to use, even for people with physical challenges."

Photo: SIG

Members of the combivita team proudly receive the coveted German Packaging Award on behalf of SIG.
Photo: dvi, Photographer Uwe Niklas

YOUR CONTACT:

Heike Thevis
Press Officer

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

SIG International Services GmbH

Visit us on www.sig.biz or on our blog at sig.biz/signals