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INTERMARCHÉ COMMITS TO EVEN MORE SUSTAINABLE PACKAGING WITH SIG'S PACKAGING INNOVATION

Intermarché choses **SIGNATURE** for the launch of its new fair apple juice “Les Éleveurs Vous Disent MERCI”

Intermarché, one of the most popular retail chains in France, has chosen SIG's **SIGNATURE** packaging material for its new 100% pure juice, launched under its socially responsible brand called Les Éleveurs vous disent MERCI! (The Farmers say Thank You!).

SIG's standard carton packs, made with around 75% renewable paper board from FSC™-certified sustainable sources, already offer a significantly better environmental performance than alternative types of packaging. The carbon footprint of a carton pack is up to 70% lower than other types of packaging. **SIGNATURE** packaging material from SIG goes another step further.

Up to 95% of the packaging material components of **SIGNATURE** Full Barrier are linked to forest-based renewable material and 100% are responsibly sourced. Next to the FSC-certified paperboard, the polymers are also certified by an independent organisation ISCC Plus. Via a mass balancing system, the polymers used are 100% linked to tall oil, a residue extracted from wood in the paper making process.

Intermarché's brand is all about giving back and its products offer consumers the opportunity to support farmers with better remuneration. Les Éleveurs vous disent MERCI! is also committed to the environment, society and animal welfare. Since its creation back in February 2018, a total of 4.6 million euros in premiums has gone to the farmers involved in the initiative.

SIGNATURE is complementing SIG's Way Beyond Good roadmap to become a 'net positive' company by putting more back into society and the environment than it takes out. And the choice of **SIGNATURE** is also the perfect fit for Intermarché's responsible action brand.

*Alain Plougastel, Adhérent, Intermarché: "Sustainable development is a top priority for both our company and our consumers. By using **SIGNATURE** packaging material for our Les Éleveurs vous disent MERCI! Juice, 4 tonnes of virgin plastic will be saved based on half a million packs purchased. We want to give our consumers the best opportunity to do their own part in acting responsibly and offering one of the most sustainable packaging is the perfect solution for our socially responsible brand."*

Intermarché's 100% pure apple juices will come in SIG's combiblocPremium 1,000 ml carton pack with **SIGNATURE** packaging material.

*Mélanie Révolte, Marketing Manager France-BeNeLux at SIG: "Working closely with the team at Intermarché is a real meeting of minds! Both companies are committed to giving more back to society and the environment and this latest collaboration is a great example. **SIGNATURE** packaging material is the perfect fit for MERCI! brand and Intermarché consumers can do their best to help both farmers and the environment."*

About SIG

SIG (FSC™ trademark licence code: FSC™ 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 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

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

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 signals.sig.biz