

# Press Release

2024-06-04



## Dairy specialist innovates the market with packaging solutions from SIG **Leche Celta is the first in Spain to market SIG MidiFit 1L family carton packs**

Leche Celta, one of Spain's leading dairy companies and a benchmark in the manufacture of liquid milk and dairy products, is the first in Spain to use SIG MidiFit 1L aseptic cartons to offer its high-quality UHT dairy products in a convenient and differentiating packaging solution. Leche Celta has launched four new dairy and lactose-free 'Pastoreo' products in 1L SIG MidiFit carton packs.

SIG's modern SIG MidiFit family pack, which catches the eye of consumers and stands out on supermarket shelves with its distinctive shape and unique design, helps to emphasise the

product's premium and truly special qualities. Pastoreo milk comes from cows that are grass-fed and the pack will be the first in Spain to display the double AENOR label, which highlights important animal welfare practices.

This is another first for Leche Celta, who was also first to use SIG Terra Alu-free packaging material in SIG MidiBloc carton packs in Spain last year.

Leche Celta installed a state-of-the-art SIG Midi 12 Aseptic filling machine to flexibly fill both private label and own brand products. It allows the company to fill SIG MidiBloc carton packs in 500ml and 1L sizes, which Leche Celta also uses for other products such as Bechamel Sauce and cooking cream, as well as the SIG MidiFit carton pack on the same filling machine. As two carton formats can run on a single filling line, Leche Celta can adapt quickly to changing market demands, while also optimizing production capacity and provides the option to use SIG Terra Alu-free or standard packaging material.

**Javier Bretón Maceiras, Management Coordinator at Leche Celta:** “In an increasingly competitive retail environment, standing out from the crowd and making it easier for our consumers to find what they need, is essential. Being the first in Spain to market with the SIG MidiFit family aseptic carton pack offers a new packaging dimension in retail and in terms of high consumer convenience. We're excited to launch our new UHT products to the Spanish market in SIG MidiFit 1L.”

The smart and slender SIG MidiFit family carton pack features a sloping top and one-step opening tethered cap solution.

**Ana Ruiz del Árbol, Senior Marketing Manager Iberia, Italy and SEEI at SIG:** “The SIG MidiFit carton pack is an outstanding example of a packaging solution that caters to the trend towards square-shaped carton packs for long life dairy products. It not only offers consumers many convenience benefits, but also provides Leche Celta with plenty of room to express and clearly communicate its brand messages, such as the AENOR certification.”

### **About Grupo Leche Celta**

Founded as a family business in Pontedeume (A Coruña) in 1989, GRUPO LECHE CELTA is one of the leading companies in Spain in the manufacture of liquid milk and dairy products for food distributors.

In the last year, the company has successfully transformed and sold nearly 370,000 tons of dairy products, demonstrating their capacity to satisfy market demand with top-quality products. Grupo Leche Celta not only strives to offer high-quality products but is also actively engaged in promoting environmental sustainability and economic and social development in the communities in which they operate. From responsible production practices to corporate social responsibility initiatives, they seek to make a positive contribution to the environment around us. With a workforce of over 380 highly qualified and dedicated individuals, the company recognizes the importance of their team in the success of Grupo Leche Celta and value their commitment in every step.

More information: <https://lehecelta.com>

### **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

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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 2023, SIG produced 53 billion packs and generated €3.2 billion in revenue. SIG also has an AA ESG rating by MSCI, a 13.9 (low risk) score by Sustainalytics, 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](#).

**Picture Caption:**

Leche Celta, one of Spain's leading dairy companies and a benchmark in the manufacture of liquid milk and dairy products, is the first in Spain to use SIG MidiFit 1L aseptic cartons to offer its high-quality UHT dairy products in a highly convenient and differentiating packaging solution. Leche Celta has launched four new dairy and lactose-free 'Pastoreo' products in 1L SIG MidiFit carton packs.

**Photo: SIG**

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