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Strategic collaboration to connect with visionary founders to accelerate future development

## **SIG and MassChallenge Switzerland forge dynamic partnership to fuel startup innovation**

SIG announces a strategic collaboration with MassChallenge Switzerland, a key member of the global MassChallenge innovator community and a major global startup accelerator. The paramount objective of this dynamic partnership is for SIG to connect with visionary founders and work together on new technologies and pioneering sustainable innovations in the field of material science.

MassChallenge Switzerland is renowned for supporting creative entrepreneurs through mentorship and its extensive partnership network. Being part of MassChallenge's ecosystem, SIG will be able to connect with visionary startup companies, who are increasingly driving industry innovation and value creation, and help to identify emerging trends at an early stage to pave the way for future development.

SIG firmly believes that fostering an open entrepreneurial culture is key for future business in today's unprecedented and rapidly changing world.

**Gavin Steiner, Chief Technology Officer at SIG:** "Innovation and differentiation will determine the business success of tomorrow. Our collaboration with MassChallenge Switzerland will bring us closer to those visionary entrepreneurs who are bursting with new ideas and are ready to innovate with the right help and guidance. By working together, we can learn from each other and develop new perspectives and promising technologies, making them usable in new products and getting them ready for market. It is also about integrating innovations into the SIG system and continuously developing for the future."

SIG customers will also benefit from this exciting partnership with MassChallenge Switzerland, as collaboration with agile startups can often lead to faster development of innovative products, technologies or services, customized solutions, and access to new markets.

**Matt Lashmar, Managing Director of MassChallenge Switzerland:** "Our unique and equity-free model allows acceleration of high-impact startups with bold, disruptive ideas from non-traditional backgrounds. Collaborating with SIG will provide a game-changing opportunity for entrepreneurs to benefit from SIG's global expertise in the food and packaging industry, while SIG will also receive outside views and ideas from innovators in the field of sustainability, digitalization and technology. It will provide the perfect platform to learn from each other."

#### **About MassChallenge Switzerland**

MassChallenge Switzerland is part of MassChallenge's global network for innovators. MassChallenge equips bold entrepreneurs to grow and transform businesses & economies. Since MassChallenge Switzerland's launch in 2016, they have accelerated 720 startups who have raised CHF 1.2bn in funding and generated over 50,000 direct and indirect jobs. Learn more about [MassChallenge Switzerland](#) and follow us on [LinkedIn](#) and [X](#).

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#### **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

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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:**

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**Photo: SIG**

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