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STYLISH NEW CARTON HIGHLIGHTS SIG'S CORE USP: FLEXIBILITY

## **SIG launches combistyle: a uniquely shaped carton pack that stands out on the shelf and offers more convenience**

SIG continues to innovate and address consumers' ever-changing needs with the launch of its unique combistyle carton pack. Featuring a distinctively shaped corner to ensure on-shelf differentiation, combistyle offers instant consumer appeal, added functionality and more convenience.

### **Stand out on the shelf**

In the increasingly competitive retail environment, combistyle brings a fresh and distinctive look to often crowded drink aisles – helping beverage manufacturers stand out while making it easier for consumers to find what they need. A stylish corner panel provides a comfortable and safe grip, while allowing brand owners to effectively communicate key messages with eye-catching designs.

*“combistyle offers our customers a future packaging concept that will instantly intrigue busy shoppers to find out more,” said Heike Klein, Global Product Manager at SIG. “The shaped corner not only stands out on the shelf, but also offers exciting branding opportunities to effectively communicate your brand image and key messages.”*

### **Leverage existing investment**

SIG’s customers will benefit from the low investment needed to upgrade to combistyle on existing CFA810 and CF812 filling machines, which also can fill combiblocMidi and combifitMidi, the original packs for these lines. This offers manufacturers the best shape flexibility for different product types and the ability to adapt to changing market demands, as three carton formats can be filled on a single line.

*“As only limited investment is needed to upgrade existing filling machines, combistyle provides the perfect opportunity for beverage manufacturers to utilize and enhance existing equipment,” said Klein. “Upgrading will not only maintain efficiency on the original line, but also help to bring new and exciting beverages to market in a faster time period.”*

### **Offer consumers a new level of convenience**

The combistyle carton pack’s distinctively shaped corner provides a more comfortable and safer grip. In addition, combistyle features SIG’s new combiMaxx closure, which is fully resealable and leak-proof, allows for easier opening and better pouring, and offers an eco-friendly design. combistyle is available in a 1 liter format and a 500ml size will be added soon.

combistyle exemplifies SIG’s commitment to deliver innovative, differentiated product and packaging solutions that help businesses satisfy ever-changing needs.

### **About SIG**

SIG is a leading systems and solutions provider for aseptic 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.

Founded 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2018, SIG produced more than 35 billion carton packs and generated €1.7 billion in revenue. For more information, visit [www.sig.biz](http://www.sig.biz)

**PICTURE CAPTION:****combistyle:**

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**Photo: SIG**

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