
14.08.2018

NATURALLY SWEET AND REFRESHING NOURISHMENT FLOWING FROM SUSTAINABLE TREES

DRINK SIMPLE™ MAPLE WATER PROVIDES PLANT-BASED HYDRATION IN COMBIDOME CARTONS FROM SIG

Looking to Mother Nature for a more delicious way to nourish and replenish the body, Drink Simple™, from the makers of DRINKmaple™, brings organic plant hydration to U.S. consumers in [combidome](#) cartons, the first of its kind in this packaging solution. The composite from which the entire carton pack is made, from the base to the eye-catching yet practical dome, contains around 75% paper board, which is made from renewable raw wood material.

A healthful beverage alternative

Maple water is naturally nutritious, containing 46 polyphenols, antioxidants, prebiotics, minerals, and electrolytes. With a subtle hint of sweetness, it provides an ideal better-for-you beverage option to traditional soft drinks. The Drink Simple brand captures the pure essence of this liquid goodness at the source, tapping trees at the peak of harvest in order to protect the integrity of the taste and nutrients for consumers to enjoy year round.



Contrary to inclinations of thought associated with maple as the thick, golden-brown indulgent topping for breakfast foods, maple water is thin, clear sap flowing directly from the tree in its natural state. It is 98% water, and only after processing where the liquid is boiled down does it transform into the familiar sweet syrup. More importantly, it is certainly not maple syrup mixed with water.

This clean, single-ingredient label product is also low calorie, non GMO, naturally alkaline 7.4 PH, and certified organic by Quality Assurance International (QAI). For those with dietary preferences, the beverage offers a gluten-free, dairy-free, vegan, paleo option that has half the sugar of coconut water and more manganese than a cup of kale.

“Our maple water provides naturally sweet hydration, in addition to nutritional benefits not found in other drinks. We set out to bring this delicious, better-for-you beverage option to consumers everywhere, and we strived to do so sustainably. This extends beyond our product processing, but also to our packaging” says Founder and CEO of DRINKmaple, Kate Weiler.

Responsible packaging

In the process of collecting the sap, no trees are harmed on the farms of which they are grown, ensuring many years of sustainable water supplies. By filling their Original Maple Water variety in SIG’s combidome, the brand is furthering its sustainability endeavors as carton packaging maintains a high content of renewable raw wood material. Carton packs offer the smallest carbon footprint compared to alternative types of packaging. combidome cartons are manufactured using only raw cardboard made of pulp from trees in forests that are certified by the [Forest Stewardship Council](#)[™] (FSC[™]) or other controlled sources. This decision is visually displayed with the FSC label on each pack. Proverbially “sweetening the pot” even more, the carton and its closure are fully recyclable, as is with all packaging from SIG.

This product from Drink Simple is the first maple water to be packaged in combidome. In working with [SIG](#), the brand has found the perfect partner to provide solutions for its delicious and healthful product. In turn, SIG strives to bring about [product innovation and differentiation](#) as part of its value proposition to customers, ensuring mutual success and quality food and beverage items to consumers. The “Refreshingly Simple, Naturally Better” product is sourced locally in Vermont and will be available starting in September.

About DRINKmaple

DRINKmaple pure maple water is the sap that comes straight from maple trees. It is a natural hydration that boasts a subtle hint of maple flavor. Containing 46 naturally occurring vitamins, minerals, polyphenols, antioxidants and prebiotics, this refreshing beverage is naturally low in calories, gluten-free, dairy-free, vegan and non-GMO. DRINKmaple is a pure form of hydration that contains more manganese than one cup of kale and is half of the sugar of coconut water.

About SIG

SIG (FSC[™] trademark licence code: FSC[™] C020428) is a leading systems and solutions provider for aseptic packaging. We work in partnership with our customers to bring food 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 in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our 5,000-plus employees worldwide enable us to respond quickly and effectively to the needs of our customers in more than 65 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit www.sig.biz.

PICTURE CAPTION:

Drink Simple™ brings organic plant hydration in the form of maple water to U.S. consumers in combidome carton package from SIG. The composite from which the entire carton pack is made, from the base to the eye-catching yet practical dome, contains around 75% paper board, which is made from renewable raw wood material.

Photo: SIG

YOUR CONTACT:

Heike Thevis
Press Officer

Tel.: +49 (0)2462 79 2608

Email: heike.thevis@sig.biz

SIG International Services GmbH

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