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NEW HEALTHY DRINK CARES FOR KIDS AND THE ENVIRONMENT

WaWaah Water opts for SIG's **SIGNATURE** packaging solution to benefit future generations

Belgian start-up The Happy Healthy Kids Company is launching a healthy water drink under its WaWaah Water brand this summer, packaged in SIG's combifitPremium 1,000ml carton pack with pioneering **SIGNATURE** Full Barrier packaging material, where the polymers are also linked to renewable, forest-based raw materials.

The founders of WaWaah Water were determined to launch a healthy water drink for children and even got their own kids involved in the development process. Adding essential vitamins for kids,

B5, B12 and C to water, which does not include any sugar or preservatives, the new drinks focus only on the good – and this also includes the packaging.

For WaWaah Water the choice of packaging had to be in full alignment with its brand ethos which is all about what is best for children. The healthy and delicious water drinks, in apple and strawberry flavours, needed a sustainable packaging solution which did everything it could to protect children's future planet. SIG carton packs with **SIGNATURE** Full Barrier packaging material was the best fit for WaWaah Water's sustainable ambition.

Reducing carbon footprint compared to a standard carton pack, more than 95% of the packaging components in **SIGNATURE** Full Barrier are linked to forest-based renewable material and 100% are responsibly sourced. The small amount of polymers used are 100% linked to tall oil, a residue extracted from wood in the paper-making industry, as a forest-based feedstock. Tall oil is a by-product from another industry, rather than an agricultural crop that requires additional land and resources. **SIGNATURE** Full Barrier also includes an ultra-thin layer of responsibly sourced, ASI-certified aluminium.

*Philippe Deben, Co-founder of The Happy Healthy Kids Company: "We have developed a tasty, fun and healthy water drink for our little monsters, with our kids helping us to create the taste and characters. The name WaWaah came from a friend who could never pronounce water correctly as a child. Having created a drink which contains only the best for our kids, we turned to SIG for the most sustainable packaging solution. Finding a package which helps to protect the future planet of our children was essential and SIG carton packs with **SIGNATURE** Full Barrier packaging material are the perfect fit for WaWaah Water."*

WaWaah Water's overall goal is to help other parents choose the best products for their active children – now and in the future. Every drink sold also helps the company to grow its WaWaah Sick Kids Foundation, which supports initiatives that create beautiful moments for children who are ill.

Volker Bubacz, Head of Market Area UK & BeNeLux at SIG: "With the help of SIG's sustainable solutions, WaWaah Water can optimally express its caring goals and mission through both its product and packaging. Product, packaging and brand message are now perfectly aligned to provide families throughout BeNeLux with a water that only has their children at its heart. Loved by kids and trusted by parents."

WaWaah Water in SIG's carton packs were awarded 'best product in carton' in the 2020 Global Water Drinks Awards. Organized by global food and drink experts Zenith Global, product winners were based on innovation beyond the bottle as well as in flavours, functionality, sustainability and social contribution.

Innovative partnerships leverage the potential of SIG's Product Innovation and Differentiation platform – a drive to deliver innovative product and packaging solutions that enable businesses to satisfy the ever-changing needs of consumers. Growing demand for **SIGNATURE** packaging material is also an important milestone in SIG's journey to go Way Beyond Good by putting more into society and the environment than it takes out.

About SIG

SIG 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: WaWaah Water

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