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SIG'S TETHERED CAPS LAUNCHED IN RETAIL WELL AHEAD OF DEADLINE SET BY EU DIRECTIVE

## Landliebe first globally to introduce combiSwift closure with tethered cap for SIG's carton packs

Landliebe Molkereiprodukte GmbH is the first manufacturer globally to introduce SIG's combiSwift closure with tethered cap. The German dairy company has launched UHT milk in combiblocSlimline carton packs with SIG's combiSwift TC (tethered cap) under its Landliebe brand, with products on shelf since end of September 2022.

The strong partnership between Landliebe and SIG spans many years, as both companies strive to continuously improve and lead the way in both production technologies and product ranges, to find innovative sustainable solutions. Landliebe means "country love" and its products are inspired by the countryside and nature. The brand was also one of the first companies to market with SIG's combibloc **ECOPLUS** packaging material without aluminium layer, with less CO<sub>2</sub> and a higher content of renewable raw material.



The retail launch comes well ahead of the deadline set by the EU's Single-Use Plastics Directive, which states that all single-use beverage containers must come with caps attached by July 2024, so they can be easily disposed of and recycled with the rest of the pack.

SIG's combiSwift TC closure does not compromise on convenience for consumers and is super easy to use. Furthermore, it is compatible with SIG's existing filling lines and closure applicators, demonstrating the true flexibility and adaptability of SIG's packaging and filling solutions for customers at a minimum cost. This provides maximum planning and investment security for beverage producers in Europe, who must comply with the EU's regulatory requirements.

*Carola Knorr, Marketing Director DACH at FrieslandCampina: "Sustainability is an integral part of our corporate strategy as well as of Landliebe's brand values. Optimising the design of our packaging for recycling is a top priority for us, that's why we didn't want to wait until 2024 to introduce tethered caps. Being the first to market globally with SIG's combiSwift closure with tethered cap means, we are already now providing our consumers with a convenient drinking and pouring solution, which they can then dispose of and recycle with the carton pack. We have dedicated one side of the carton pack to easily explain the usage and environmental benefits of the new tethered cap."*

SIG's combiSwift closure with tethered cap can be firmly fixed to the desired position by pressing it down to the top of the pack until it 'clicks' into its 'parking mode'. The cap doesn't have to be held down and the consumer can easily pour and drink from the carton without any cap interference. For closing, the cap just needs to be lifted slightly before being closed the usual way. Tethering even adds convenience, as the closure is always at hand and never gets lost. High consumer acceptance for both drinking and pouring is already market research proven.

*Frederic Faber, Senior Marketing Manager DACH & ISEEI at SIG: "Our partner Landliebe is again the first to introduce another of our innovative sustainable packaging solutions. Being at the forefront of the food and beverage industry, together we can continuously improve and optimise solutions that benefit the environment. The first launch of our combiSwift TC closure is a great example. Our range of closures with tethered caps reassure customers like Landliebe that we remain the right partner to help them meet regulatory requirements and growing consumer and retailer demand for sustainable packaging. We're proud to offer an effective and futureproof filling solution, which applies our new tethered caps, without any need for significant investment."*

SIG's combiSwift TC is one of three closure innovations for SIG's most popular packs in Europe. Additionally, the domeTwist TC is available for SIG's carton bottle combidome and the combiMaxx TC is available for SIG's family-size carton packs.

## **About SIG**

SIG is a leading packaging solutions provider for a more sustainable 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 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 approximately 8,400 employees worldwide enable us to respond quickly and effectively to the needs of

our customers in over 100 countries. In 2021, SIG produced 48 billion packs and generated €2.7 billion in revenue (incl. Scholle IPN and Evergreen Asia unaudited revenue). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit [www.sig.biz](http://www.sig.biz)

For insights into trends that drive the food and beverage industry, visit our SIGnals blog: <https://www.sig.biz/signals/en>

### **PICTURE CAPTION:**

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**Photo: Landliebe**

#### **YOUR CONTACT:**

**Heike Thevis**  
*Press Officer*

**Tel:** +49 (0)2462 79 2608  
**Email:** [heike.thevis@sig.biz](mailto:heike.thevis@sig.biz)

**SIG International Services GmbH**

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