
21.04.2021



CAPSA FOOD PRESENTING PAPER STRAW INNOVATION IN SPANISH RETAIL

First commercial launch for SIG's Paper U-straw for aseptic cartons

SIG's pioneering Paper U-straw made its commercial debut this month. CAPSA Food is the first to take advantage of this innovation for its 'Central Lechera Asturiana' whole milk, Spain's number one dairy brand.

Sustainable alternatives continue to gain momentum because of the EU Waste Legislation and growing concerns about the environmental impact of plastic straws. According to the European Union's SUP (Single Use Plastic) directive, plastic straws in Europe must be replaced by July 2021.

CAPSA Food has launched its Central Lechera Asturiana whole milk with the new SIG Paper U-straw on SIG's combiblocSmall 200ml carton packs.

The innovative Paper U-straw supports SIG's ongoing efforts to use more renewable materials. The paper used to produce SIG paper straws, including straight and U-shaped in 4 and 6mm diameter, is FSC™-certified. The wrapper for the straw has also been redesigned to remain attached to the packaging to prevent littering and can also be disposed with the carton pack.

Juan Povedano, Marketing Director at CAPSA Food: "Our strong partnership with SIG has ensured we are well prepared for this important change in EU legislation. We are proud to be the first to use the new Paper U-straw and the environmental benefits this will bring. It will also respond to growing demand from our consumers for more sustainable packaging solutions."

The new Paper U-straw is another important milestone on SIG's Way Beyond Good journey to put more back into society and the environment than it takes out.

Ana Ruiz del Árbol, Marketing Director Iberia at SIG: "Carton packs are sustainable by nature, consisting of 70-80% paperboard. Now with the introduction of our new Paper U-straw for aseptic carton packs, we continue to lead the way in the industry. Our close cooperation with CAPSA Food has ensured they are now ready for the requirements of the SUP directive with our renewable and recyclable innovation, as well as giving their consumers the best sustainable alternative to plastic straws."

About SIG

SIG (FSC™ trademark licence code: FSC™ C020428) 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 approximately 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: SIG

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