



Press Release

First customer for the first aseptic carton pack to be 100% linked to plant-based renewable material

Arla Foods is the first to choose SIG's innovative SIGNATURE PACK

May 2018. Arla Foods Germany is the first company to opt for the innovative **SIGNATURE PACK** from SIG – the world's first aseptic carton pack that is 100% linked to plant-based renewable material. Arla now offers its 1 litre 1.5% and 3.8% organic milk (Arla[®] BIO Weidemilch) in the **SIGNATURE PACK**.

Responding to consumer demand

By choosing SIG's innovative **SIGNATURE PACK**, Arla is demonstrating its commitment to sustainability as it strives to increase the market share of its organic dairy products. Arla's organic milk cartons now carry a clear message to consumers: buying this pack promotes the use of renewable raw materials to protect fossil resources while making a positive impact in reducing the CO₂ level compared with a standard carton pack.

Elise Bijkerk, Marketing Director at Arla Foods Germany said: "The **SIGNATURE PACK** from SIG is a great match for our Arla[®] BIO Weidemilch. Consumers that choose for our pure Arla[®] BIO Weidemilch also have an increasingly strong interest in sustainable packaging. With the value-added pack from SIG, we can demonstrate our commitment to transparency and our holistic approach to sustainability across the value chain. We are happy to be the first company to use **SIGNATURE PACK** and to be able to offer consumers in Germany this solution."

Promoting environmental sustainability

SIGNATURE PACK cartons are made from 77% paper board from wood and 23% plant-based polymers through mass balancing. This means that for the polymers used in the **SIGNATURE PACK**, an equivalent amount of bio-based feedstock went into the manufacturing of the polymers. To ensure the integrity of this process, the mass balancing is certified through internationally recognised third-parties.

The packs are aluminium-free, while maintaining product quality. Their carbon footprint is 72% lower than a standard SIG carton pack of the same format, based on a life cycle assessment (CB-100732 of 02.03.2018) carried out by independent experts using the ISO 14040 international standard.

These credentials are displayed on Arla's organic milk packs, together with the FSC™ label which shows consumers that the wood-based content comes from well-managed forests and other controlled sources in accordance to FSC requirements.

The polymers that make up the rest of the **SIGNATURE PACK** cartons, including the barrier and the spout, are linked to 100% plant-based material using recognised and audited certification schemes (ISCC PLUS and TÜV SÜD CMS71) to ensure strict traceability and accountability.

The **SIGNATURE PACK** is one of the latest innovations supporting SIG's Way Beyond Good ambitions to offer customers the most sustainable food packaging solutions and contribute more to society and the environment than it takes out.

Martin Herrenbrueck, President and General Manager Europe at SIG, commented: "With Arla we have found a partner who shares our vision of creating a more sustainable future by doing more for the environment and reducing the consumption of fossil resources. By choosing the **SIGNATURE PACK**, Arla is getting the benefits of a global innovation that better cares for the environment and caters for consumer needs."

For more information on **SIGNATURE PACK**, see www.signature-pack.com

For more on Way Beyond Good, see www.waybeyondgood.com

SIG (FSC™ trademark licence code: FSC™ C020428) is one of the world's leading solution providers for the food and beverage industry within the field of carton packs and filling technology. In 2017, the company achieved a turnover of 1.66 billion Euro with more than 5,000 employees.

Picture caption:

Arla BIO – SIGNATURE PACK



Arla Foods is the first customer to choose SIG's innovative **SIGNATURE PACK** – the world's first aseptic carton pack that is 100% linked to plant-based renewable material. One litre cartons of Arla's organic milk (Arla[®] BIO Weidemilch) carry a clear message to consumers: buying this pack promotes the use of renewable raw materials and protects fossil resources.

Photo: SIG

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