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MOVING FORWARD WITH SIG

## **Triballat Noyal takes important step forward with plant-based Sojasun and Sojade products in SIG carton packs**

French family business Triballat Noyal is taking a groundbreaking future step by choosing SIG filling technology and aseptic carton packs for its Sojasun and Sojade plant-based products.

Triballat Noyal, based in Brittany, likes to do things a little differently and is committed to making products that are healthier for both people and the planet. Choosing SIG filling technology for its plant-based dairy alternatives provides high flexibility and speed. The SIG CFA 812 filling machine, with an output of 12,000 trendy square base carton packs per hour, offers an unmatched number

of packaging options for future product launches, yet also saves on utilities such as water and electricity.

SIG's sustainability roadmap also helped Triballat Noyal to make its decision. The team is fully convinced by key arguments in favour of SIG's carton packaging, which gives Triballat Noyal the option to use industry-leading sustainable packaging materials.

Initially for the French and Italian markets, Triballat Noyal will offer four new SKUs of its Sojasun brand soy drinks – Calcium, No Added Sugar, Chocolate and Vanilla – in SIG's combiblocMidi carton packs with the innovative and highly convenient combiMaxx closure. A range of Sojade, a dessert cream brand from Triballat, is also due to be launched in combiblocMidi in 2021.

*Blandine Coindet, Beverage Business Unit Manager at Triballat Noyal: "We have a strong passion for plant-based dairy alternatives which help our consumers to enjoy a responsible diet and healthy lifestyle. We have set our sights on producing the food of the future and this includes the right packaging. We choose SIG to offer a coherent, responsible and future proof package, that will enable us to stand out from the competition."*

It is evident that plant-based dairy alternatives are here to stay, with consumers completely reshaping their eating habits. Food and beverage producers such as Triballat Noyal have quickly adapted to expand product portfolios to compete in this fast-growing market.

*François Dieulouard, Key Account Manager at SIG: "Our close cooperation with Triballat Noyal has provided the best packaging solution for its innovative plant-based products. combiblocMidi is very well received by consumers, from visual appeal and ergonomics to its strong environmental advantages. combiMaxx closure also offers high convenience, optimal product flow, easy handling and spill free storage."*

The partnership between SIG and Triballat Noyal offers true product innovation and differentiation as part of SIG's Value Proposition, which aims to deliver innovative product and packaging solutions that enable businesses to satisfy ever-changing needs.

#### **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 approximately 5,500 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2019, 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](http://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:**

French family business Triballat Noyal is taking a groundbreaking future step by choosing SIG filling technology and aseptic carton packs for its Sojasun and Sojade plant-based products.

**Photo: SIG**

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