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Framptons



SIG partners with Framptons to install first combidome carton bottle filler in the UK

With the carton bottle combidome, contract packing solutions specialist Framptons will bring a unique packaging offer for an innovative range of beverages that includes plant-based drinks, smoothies, juices and dairy drinks in early 2021. SIG has partnered with Framptons to install a new generation combidome filler, which will be the first of its kind in the UK. The project makes Framptons the first SIG customer in Europe to fill plant-based beverages in combidome. Over the last decade Framptons has positioned itself as a specialist in the production of innovative beverages.

The UK is one of the leading European markets which is experiencing a surge in innovative

drinks over the last five years. SIG's carton bottle combidome is likely to become a big disruptor in packaging for its unique look and shape, as well as a gateway to launch exciting recipes from established brands to private label owners and even start-ups.

With this filler, customers will be able to enjoy the flexibility of the carton bottle combidome in three different filling volumes, as well as launch their products at different price points along with creating shelf-differentiation for end-consumers.

Highlighting the importance of this partnership, Will Martin, Business Development Director and Joint Owner at Framptons said: "I carried out a comprehensive review of available carton options looking for a format which would align with our business strategy to bring both innovation and breadth of choice to our customers. Whilst a broad range of options are available and many of these provide both a good consumer and packer solution – as soon as I saw combidome it immediately presented a stand out innovation opportunity. Both the aesthetics and practical function to me provided a step change for the beverage carton – the opening and pouring experience is exactly as a paper bottle and coupled with the flexible SIG system to provide the size range options is unrivalled. Since the decision to go ahead with this exciting investment the support and relationship with SIG has matured to provide a class leading partnership and I look forward to a successful and bright future for both this and future formats."

combidome combines the best features of a carton and bottle, with convenient handling for consumers and easy opening and pouring from the single action domeTwist screw cap. The lightweight carton has an excellent environmental footprint, as it is fully recyclable and largely made from FSC™-certified paperboard. The combidome packaging solution also has the opportunity to include further enhancements such as **SIGNATURE** packaging material, where the polymers are linked to wood-based renewable material.

Russ Lisle, SIG UK & Ireland Key Account Manager for Framptons: "During the lifespan of this project we've built a great relationship with Framptons, who understand the benefits of using SIG technology for their UHT filling requirements. We're positively looking forward to working with the Framptons team to introduce combidome into the UK and Ireland markets. We're sure that together we will make this project a success for this region and drive market change by attracting new customers to our unique combidome carton bottles' responsible, sustainable and differentiation capability."

The partnership between SIG and Framptons creates a platform in the British and Irish markets to deliver innovative product and packaging solutions that enable businesses to satisfy ever-changing needs. It is also an important step in SIG's Way Beyond Good journey to become a net-positive business.

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 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

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:

With the carton bottle combidome from SIG, contract packing solutions specialist Framptons will bring a unique packaging offer for an innovative range of beverages that includes plant-based drinks, smoothies, juices and dairy drinks in early 2021.

Photo: SIG

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