

# Press release

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Significant milestone in sustainable innovation

## Pomurske Mlekarne first in Slovenia to introduce SIG aseptic cartons with full barrier protection and no aluminum layer

As demand for aluminum-layer free aseptic cartons continues to increase globally, Pomurske Mlekarne, a key dairy producer in Slovenia, has partnered with SIG to launch its first milk product in SIG Terra MidiBloc Alu-free + Full barrier aseptic cartons.

With a strong history of launching products in SIG carton packs, this latest relaunch of Pomurske Mlejko 2.8% low fat milk with SIG Terra Alu-free + Full barrier packaging material marks a key milestone for the local dairy industry, offering full barrier protection with no aluminum layer.

**Anthony Tomažin, Director at Pomurske Mlekarne:** "Throughout our 80-year heritage we've been committed to continuously improving on quality and innovation. Our close cooperation with

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SIG has enabled us to be first to market in Slovenia with SIG Terra Alu-free + Full barrier packaging material – a pivotal move forward in sustainable packaging for the dairy industry and an integral part of our development as we celebrate our 80<sup>th</sup> anniversary this year. We're excited to launch our first Pomursko Mlejko product in the new alu-layer-free packaging material.”

By removing the aluminum layer from aseptic cartons, SIG has taken a significant step forward in reducing environmental impact and towards creating a regenerative food packaging system. SIG Terra Alu-free + Full barrier packaging material is made from more than 80% paper (without closure). The aluminum layer is replaced with an ultra-thin polymer coating that protects products against oxygen, light, moisture and aroma loss. This innovation cuts the number of raw materials from three to two and significantly lowers the carbon footprint of multi-serve aseptic SIG cartons<sup>1</sup>. The packaging material is suitable for a wide range of products including dairy products, juices and plant-based beverages. Pomurske Mlekarne also benefits on the manufacturing side as SIG Terra Alu-free + Full barrier can run seamlessly on existing SIG filling lines, without compromising filling line performance. Switching between packaging material without an aluminum layer and standard packaging material is quick and easy at any time.

**Jovana Pinter, Head of Sales South-East Europe at SIG:** “Our strong partnership with Pomurske Mlekarne demonstrates our shared values and commitment to always strive for better. The first launch of aseptic cartons made of SIG Terra Alu-free + Full barrier packaging material will offer consumers an even more sustainable packaging solution with no compromise on full barrier protection or shelf life.”

SIG was the pioneer in its industry to introduce a packaging material without aluminum layer for aseptic cartons in 2010 – developed for oxygen-insensitive products like plain white milk. With SIG Terra Alu-free + Full barrier SIG achieved a new milestone in packaging barrier technology with a new alu layer-free option for wider use with oxygen-sensitive products such as fruit juices, nectars, flavored milk or plant-based beverages. To date, SIG has sold a total of over 4 billion packs with no aluminum layer.

<sup>1</sup> Based on an independent ISO-compliant life-cycle assessment, cradle to grave for EU27+3: [https://api.sig.biz/media/0dhjrkj1/lca\\_sig-terra-alu-free-plus-full-barrier-and-sig-terra-alu-free-plus-full-barrier-plus-forest-based-polymers-for-sig-midibloc-and-sig-midifit.pdf](https://api.sig.biz/media/0dhjrkj1/lca_sig-terra-alu-free-plus-full-barrier-and-sig-terra-alu-free-plus-full-barrier-plus-forest-based-polymers-for-sig-midibloc-and-sig-midifit.pdf)

## About SIG

SIG is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the 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 strive to create a regenerative food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and listed at the SIX Swiss Exchange. The skills and experience of our approximately 9,600 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2024, SIG produced 57 billion packs and generated €3.3 billion in revenue. SIG also has an AAA ESG rating by MSCI, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit [www.sig.biz](http://www.sig.biz)

## About Pomurske Mlekarne

Pomurske Mlekarne has been producing dairy products in Murska Sobota and Ljutomer for eighty years - a modern dairy with environmentally friendly technology and a production program that follows global trends.

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For 80 years, Pomurske Mlekarne has been producing high-quality dairy products from Slovenian milk, intended for the most demanding, health-conscious customers. Pomurske Mlekarne has a long partnership with SIG, especially for family-size packs (SIG Midi and SIG SlimlineBloc) and small-size formats (SIG Small) which are used for a wide range of products including milk, cream, coffee drinks, plant-based beverages and juices.

**Picture caption:**

As demand for aluminum-layer free aseptic cartons continues to increase globally, Pomurske Mlekarne, a key dairy producer in Slovenia, has partnered with SIG to launch its first milk product in SIG Terra MidiBloc Alu-free + Full barrier aseptic cartons.

**Photo: SIG**

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