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KUKKONIA BRAND FIRST IN EASTERN EUROPE TO OPT FOR SIGNATURE

## Euromilk switches from PET to SIG carton packs with SIGNATURE packaging material

Responding to strong consumer demand for more sustainable products, Euromilk, located in Southern Slovakia, has worked closely with SIG to be the first in Eastern Europe to launch products in carton packs with pioneering **SIGNATURE** packaging material, where the polymers used to laminate the paperboard are 100% linked to renewable, forest-based raw materials.

Euromilk decided to switch from PET bottles to carton packs for its Kukkonja UHT milk brand, to appeal to a younger, eco-conscious consumer. The launch is a key milestone for Eastern Europe, as Euromilk 'breaks the ice' with **SIGNATURE** packaging material in the region - a pivotal move for the dairy industry. It is also an important strategic project in the close relationship between SIG and Euromilk, which spans more than 20 years.

SIG's standard carton packs, made with around 70-80 % renewable paper board from FSC™-certified sustainable sources, already offer a significantly better environmental performance than alternative types of packaging. The carbon footprint of a carton pack is up to 70% lower than other types of packaging. **SIGNATURE** packaging material from SIG goes another step further.

Up to 95% of the packaging material components of **SIGNATURE** Full Barrier are linked to forest-based renewable material and 100% are responsibly sourced. Next to the FSC-certified paperboard, the polymers are also certified by an independent organisation ISCC Plus. Via a mass balancing system, the polymers used are 100% linked to tall oil, a residue extracted from wood in the paper making process.



*Tibor Balogh, Managing Director, Euromilk: “As part of our new positioning for Kukkonia brand, which also includes a new identity, we have decided to switch from PET to carton packs to meet the growing needs and sustainability demands of young conscious consumers. 2021 has certainly been a year of change and innovation at Euromilk as we strive to make important changes that will make life better for our consumers and the planet. Being the first in Eastern Europe to launch products in SIG carton packs with **SIGNATURE** packaging material is a big first for our region.”*

Kukkonia standard UHT milk in 500ml and 1,000ml and flavoured milk (chocolate and vanilla) in 500ml combiblocSlimline carton packs from SIG, are now available on shelf in Slovakia

*Sarka Kaplanova, Head of Sales CZ-SK at SIG: “Our latest strategic partnership with Euromilk clearly demonstrates how we’ve been able to address latest consumer trends with sustainable and convenient packaging solutions. Working together we can deliver a truly positive impact on our partners, with an innovative and focused approach.”*

Innovative partnerships leverage the potential of SIG’s Product Innovation and Differentiation platform – a drive to deliver innovative product and packaging solutions that enable businesses to satisfy the ever-changing needs of consumers. Growing demand for **SIGNATURE** packaging material is also an important milestone in SIG’s journey to go Way Beyond Good by putting more into society and the environment than it takes out.

**MORE INFORMATION ON SIGNATURE:**

<https://www.sig.biz/en/packaging/beverage-packaging/signature-pack-details>

**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 5,900 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](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:**

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**Photo: SIG**

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