

17.07.2018



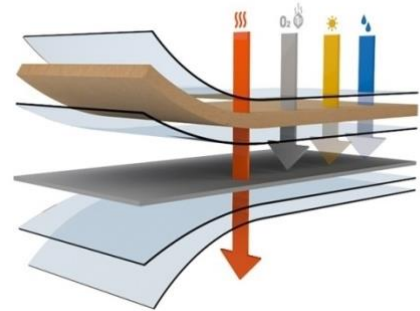
LEADING MICROWAVEABILITY SOLUTION TO ASEPTIC CARTON PACKS

SIG'S 'HEAT&GO' HOT DRINKS MICROWAVEABLE CARTON

The heat is on! Research has shown that consumers, in Asia in particular, are looking for hot drinks that can also be taken with them for on-the-go consumption. Consumers here enjoy the 'warmth from within' of hot beverages. To meet the need to heat RTD beverages, carton solutions expert SIG has developed leading microwaveability solution to aseptic carton packs: The new 'Heat&Go' pack is aluminum free and can be heated in a microwave, either in a vending machine, store, café, home or office.

According to research by GlobalData in 50 countries, demand for hot drinks is likely to increase by 15% in value, and by 22% in volume between 2014-2019. SIG's own research in China revealed that 72% of consumers are dissatisfied with current heating methods for on-the-go products and are looking for new methods of fast and convenient heating with their increasingly cash-rich and time-starved lifestyles.

Ali Kaylan, Vice President of Global Marketing at SIG, said: "Our new high-barrier aseptic carton 'Heat&Go' can be heated in the microwave up to 60°C, with a recommended temperature of 50°C, by allowing brands and co-packers to launch innovative nutritional hot beverage products into new channels and categories."



'Heat&Go' offers protection to beverage products, and can be produced on existing SIG filling machines with a simple, one-time upgrade to enable it to run standard and aluminum-free material structures. By replacing the aluminum foil with a high-barrier film and a light blocking pigment, 'Heat&Go' protects the product from oxygen ingress, flavour migration, light and water, and is perfectly suited for still drinks and low viscosity, sensitive, enhanced juice and liquid dairy beverages.

Potential in Asia

Consumption figures for on-the-go microwaved hot drinks in target markets indicate great market potential. Consumers enjoy a warm beverage at cold temperatures, as well as prior to going to sleep or for food digestion after meals. Research from Canadean has shown that on a global basis, 48% of consumers are concerned about their digestive health and prefer hot drinks over cold drinks. Around 78% see hot drinks as being good for the stomach and 31% see them as an aid to digestion.

Research shows that around 64% of consumers are using food and drink to allow them to relax and indulge themselves with a warm drink, such as hot chocolate, as a well-deserved treat. Talking of hot drink occasions, research reveals that 76% of people surveyed like to have a hot drink in the morning and 42% before going to sleep at night.

The 'Heat&Go' carton is opening up new drinking occasions and targeting new consumer groups. It is an exciting leading technology from SIG, serving the Asian market in particular, where differentiation and innovation are key to attracting today's on-the-go consumer. As part of its Value Proposition, SIG aims to drive Product Innovation and Differentiation by delivering innovative product and packaging solutions which enable businesses to satisfy the ever-changing needs of an increasingly mobile society.



About SIG

SIG is a leading systems and solutions provider for aseptic packaging. We work in partnership with our customers to bring food 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.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our 5,000-plus employees worldwide enable us to respond quickly and effectively to the needs of our customers in more than 65 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit www.sig.biz.

FURTHER INFORMATION:

<https://www.sig.biz/en/packaging/beverage-packaging/heat-go-details>

<https://signals.sig.biz/insperience-experience/>

<https://signals.sig.biz/innovation-in-every-pack/>

PICTURE CAPTIONS:**Heat&Go – microwave:**

The new 'Heat&Go' pack is aluminum-free and can be heated in a microwave up to 60°C.

Photo: SIG

Heat&Go – layers:

By replacing the aluminum foil with a high-barrier film and a light blocking pigment, the 'Heat&Go' structure protects the product from oxygen ingress, flavour migration, light and water. It is perfectly suited to still drinks and low viscosity, sensitive enhanced juice and liquid dairy drinks.

Photo: SIG

Heat&Go – on-the-go:

According to research by GlobalData in 50 countries, demand for hot drinks is likely to increase by 15% in value and by 22% in volume between 2014 and 2019. The 'Heat&Go' carton pack is an exciting innovation for hot beverages, opening up new drinking occasions and targeting new consumer groups.

Photo: SIG**Heat&Go – package:**

SIG has developed a leading microwaveability solution to aseptic carton packs: 'Heat&Go'.

Photo: SIG

YOUR CONTACT:

Heike Thevis
Press Officer

Tel.: +49 (0)2462 79 2608

Email: heike.thevis@sig.biz

SIG International Services GmbH

Visit us on www.sig.biz or on our blog at signals.sig.biz