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SIG launches U-shaped paper straw for aseptic carton packs

SIG is a pioneer in the industry to offer a U-shaped paper straw to be used on carton packages. After introducing the world's first straight paper straw for carton packaging in February 2019, SIG launches a U-shaped paper straw during Gulfood Manufacturing, together with its joint venture partner SIG Combibloc Obeikan. Gulfood Manufacturing is the world's largest annual food and beverage technology trade exhibition. The new straw uses FSC™ certified paper and is now available globally.

Markus Boehm, Chief Market Officer at SIG: "SIG is determined to collaborate with customers, suppliers and other stakeholders to find new approaches to reduce single-use plastics, foster recycling and minimise waste. Being the first in the industry to offer paper straws for aseptic carton packs is an important milestone for us on that journey."

The new paper straw solution supports SIG's efforts to use more renewable materials. The paper used to produce the straight paper straw and the new U-shaped paper-straws – available with 4 and 6 mm diameter – originates from FSC™-certified forests and other controlled sources. The wrapper for the straw has also been redesigned to remain attached to the package preventing littering and can be recycled with the carton pack.

Abdelghany Eladib, Chief Operating Officer, SIG Combibloc Obeikan: "We are excited to launch the U-shaped paper straw during Gulfood Manufacturing. The exhibition offers an ideal platform to share our latest innovations. With plastic pollution being a major concern for businesses and consumers around the world, the food and beverage industry is under pressure to offer a viable and sustainable alternative. Carton packs are sustainable by nature. Our carton



packs consist of 70-80% paperboard. With the introduction of the first paper straws for aseptic carton packs, SIG is once again leading the way in the industry.”

MORE ON SIG’S WAY BEYOND GOOD: www.sig.biz/en/responsibility/way-beyond-good

About SIG

SIG (FSC™ Forest Stewardship Council, licence code: FSC™ C020428) 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 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2018, SIG produced more than 35 billion carton packs and generated €1.7 billion in revenue. For more information, visit www.sig.biz.

PICTURE CAPTION:

SIG is a pioneer in the industry to offer a U-shaped paper straw to be used on carton packages.

Photo: SIG

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