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FURTHER MARKET DEVELOPMENT STEP FOR COMBISMILE

Juustoportti chooses SIG's **SIGNATURE** packaging material for its combismile on-the-go cartons

Following a successful market debut of new products in SIG's on-the-go combismile* packs in 2020, Finnish food producer and co-packer Juustoportti is further extending its product portfolio in combismile – this time using **SIGNATURE** Full Barrier packaging material to strengthen its latest

product launch of a free range organic cow milk in SIG's unique combismile carton pack. In **SIGNATURE** packaging material, the low proportion of polymers is also linked to renewable, forest-based raw materials.

SIG's combismile filling line is already installed at its Jalasjarvi production site and was first used in 2020 to launch a premium oat drinks range Friendly Viking's as well as traditional fruit-based Hyvin drinks. Juustoportti will now launch combismile with **SIGNATURE** Full Barrier packaging material, which further reduces the carbon footprint compared to a standard pack, for its latest product launches. Over 90% of the packaging material components 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. The polymers used are 100% linked to tall oil, a residue extracted from wood, via a mass balancing system. **SIGNATURE** Full Barrier also includes an ultra-thin layer of responsibly sourced, ASI-certified aluminium, to protect the milk against light and oxygen.

Working in close cooperation with the expert team at SIG, family-owned Juustoportti felt the many advantages of the combismile carton pack, with **SIGNATURE** Full Barrier, perfectly complemented its new free-range cow milk – appealing to its eco-conscious consumers.

*Timo Keski-Kasari, Managing Director, Juustoportti: "Sustainability is in the core of our company. We are once again excited to launch our latest products in the refreshingly different combismile carton, this time with **SIGNATURE** Full Barrier packaging material, with significantly reduced packaging carbon footprint. We are committed to offering our consumers natural beverages of the highest quality and the sustainable packaging must reflect this. SIG's complete filling solution gives us many options to launch innovative products, coming in climate-friendly pack structures, with paper straws and in future tethered caps. That gives us a maintainable competitive advantage on the market."*

SIG's sustainable carton packaging ensures the perfect product and package combination. The carbon footprint of Juustoportti's new free range cow milk has also been offset, sourced from farms that are 100% committed to animal welfare and is 100% GMO-Free.

*Karina Zawadzka, Marketing Manager Nordics & Poland, SIG: "At SIG we strive to meet consumers' growing needs for sustainable packaging. Our **SIGNATURE** Full Barrier packaging material increases the share of renewable materials linked to wood and the polymers used to laminate the paperboard and make the closure also originate from renewable European wood sources. This drives the replacement of conventional plastics from fossil fuels with certified and sustainable plant-based polymers."*

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.

***Disclaimer: currently excluding France, Germany, Japan, Great Britain and Italy.**

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 more than 5,500 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
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: Juustoportti

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