

Press release

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Commitment to provide the most convenient and sustainable packaging solutions

Terra Alegre first globally to introduce tethered SIG MaxxCap Linked on SIG's carton packs

Terra Alegre, dairy factory of the international retail and consumer goods Jerónimo Martins Group (based in Portugal with operations in Poland and Colombia), continues its close partnership with SIG to become the first company to introduce tethered SIG MaxxCap Linked on SIG's carton packs. The company offers whole milk, semi-skimmed milk, and skimmed milk in SIG SlimlineBloc carton packs with SIG MaxxCap Linked.

This is another step forward on Terra Alegre's sustainability roadmap as, together with SIG, the company leads the way in adding key sustainable solutions to its portfolio. As consumer environmental awareness continues to grow, sustainable packaging is an important influencer in final product choices and buying decision making.

Companies are facing increasing demand for sustainable packaging by regulators. The European Union's Single-Use Plastics Directive includes a requirement for all single-use beverage containers to come with caps that stay attached to the pack, by July 2024. This will ensure the caps are disposed of, and recycled, with the rest of the pack. Both Terra Alegre and SIG are well ahead of this deadline.

SIG MaxxCap Linked does not compromise on convenience and is designed to be used on SIG's existing filling machines and closure applicators. This demonstrates the flexibility and adaptability of SIG's packaging and filling solutions to provide maximum planning and long-term investment security for food and beverage manufacturers, who have to comply with the EU's SUP directive.

Pedro Freire, Managing Director at Terra Alegre: "We are committed to providing our clients, not only with the highest quality product, but also the most convenient and sustainable packaging solutions. By adding tethered caps to SIG's carton packs, we are the first to offer this tethered closure well ahead of the EU's directive, providing our clients an even more eco-friendly package."

The tethered cap of SIG MaxxCap Linked can be firmly fixed at the desired position by pressing it down to the top of the pack until it gets into its 'parking mode'. There is no need to hold the cap down and users can easily pour from the pack without any cap interference. For closing, the cap just needs to be lifted slightly before being closed the usual way. Tethering also adds further convenience in closing, as the cap is always close at hand and doesn't get lost.

Julio García Cuerva, Head of Sales Iberia at SIG: "We've worked closely with Terra Alegre to ensure the company stays well ahead of European regulatory requirements. As such, Terra Alegre can reassure its consumers that they are already contributing to minimizing plastic waste leaking into the environment and oceans."

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 net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2022, SIG produced 49 billion packs and generated €3.1 billion in pro forma revenue (incl. unaudited revenue from recent acquisitions). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#)

Picture caption:

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Photo: SIG

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