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SIG and Hill-Smith Family Estates win Sustainability and Packaging & Design Awards for recycle-ready bag-in-box wine packaging

SIG and Hill-Smith Family Estates have been recognised with both the Packaging & Design Award and the Sustainability Award at the 2025 Wine Industry Impact Awards for their collaboration to bring Australia's first recycle-ready bag-in-box packaging for wine to market.

This dual recognition comes during a landmark year for the Wine Industry Suppliers Association (WISA), which is celebrating 25 years of championing innovation, collaboration and technical excellence throughout the wine industry.

The transition to a recycle-ready bag-in-box packaging solution is made possible using a bag made of SIG Terra RecShield, a mono-material film with a newly formulated polymer structure that replaces the conventional multi-layer structure typically used in bag-in-box packaging. This allows the bag, tap and carton to meet Australia's recyclability criteria, and align with the Sustainable Packaging Guidelines of the Australian Packaging Covenant Organization (APCO) and Australia's 2025 National Packaging Targets.



In their assessment, the WISA judging panel described the solution as “a landmark advancement for wine packaging sustainability, combining technical excellence, industry collaboration, and measurable environmental benefits to set a new national standard for recyclable design”.

The innovation was developed and manufactured at SIG's

Adelaide facility in close partnership with Winesmiths, a Hill-Smith Family Estates-owned brand and leader in the cask wine category for over four decades.

Carmen Houston, ANZ Head of Marketing & Sustainability at SIG: “These awards highlight the impact of genuine industry partnerships. Delivering Australia's first recycle-ready bag-in-box wine packaging has only been possible through deep collaboration. Working with Hill-Smith Family Estates enabled us to provide the industry with meaningful packaging improvements. We are honored that WISA has recognized its significance.”

Karl Martin, CEO of Hill-Smith Family Estates: “This recognition reflects Hill Smith Family Estates commitment to advancing sustainable packaging through collaboration. Sustainability is central to our future, and packaging plays a crucial role in that journey. Partnering with SIG to help commercialize this innovation allows us to accelerate meaningful change for both our business and the wider industry. We are incredibly proud to be recognized alongside them.”

SIG Group and Hill-Smith Family Estates plan to build on the momentum from the awards as Winesmiths prepares to launch the new recycle-ready pack to Australian shelves in early 2026.

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 regenerative food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and listed at the SIX Swiss Exchange. The skills and experience of our approximately 9,600 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2024, SIG produced 57 billion packs and generated €3.3 billion in revenue. SIG also has an AAA ESG rating by MSCI, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit www.sig.biz

About Hill-Smith Family Estates

Hill-Smith Family Estates is a six-generation winemaking and distribution business with a rich and diverse portfolio of leading fine wine brands. Hill-Smith Family Estates prides itself on family heritage and connection to people, but above all, to remain a sustainable and successful family-owned wine business for generations to come. For more information, visit hsfe.com

Picture captions:

1. Photographed at the Wine Industry Impact Awards, where SIG and Hill-Smith Family Estates celebrated their recognition for Sustainability and Packaging & Design.

Photo courtesy of WISA. Photographer: Ben Macmahon

2. SIG and Winesmiths bring Australia's first recycle-ready bag-in-box packaging for wine to market.

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