

SHELF/live

Innovation from Mengniu Dairy in combiblocMini 250ml:

Milk drink with real fruit particulates

SHELFprofile

Customer

Inner Mongolia
Mengniu Dairy
Industry (Group)
Co., Ltd

Brand

Mengniu

Category

UHT milk products

Market

China

Launch

November 2006

Format

combiblocMini
250ml with
drinking straw

Varieties

Aloe Vera,
Strawberry, Peach,
Coconut

Fruity premiere

Mengniu Dairy, China's leading manufacturer of dairy products, has been creating a buzz since November 2006 with a new product that represents a global first. The company has launched a milk drink containing real fruit particles. Naturally, this unique product is filled in top-quality cartons: combiblocMini 250ml. Consumers have given high marks to this product, mentioning the packaging is very appealing and they are pleased with the new flavour as well as the extra nutrition given by the fruit particles in the products.

A heavyweight partner

Thanks to its partnership with SIG Combibloc, Mengniu Dairy has been able to achieve two prime objectives. It has succeeded in putting into action its strategy to market differentiated new ideas. In addition, the company has managed to position the new products in the premium sector, hereby extending its product range. Mr. Bai Ying, General Manager of Mengniu's Liquid Dairy Business Unit: „The launch of these new products represents another milestone for Mengniu to integrate both global resources and industry innovations. Achieving this satisfying result Mengniu Dairy gives thanks to SIG Combibloc who was involved in the project from the very beginning and gave us their full support. It is the unique filling technology and state-of-the-art packaging system of SIG Combibloc that ensures the successful launch of these new products.“

The Mengniu Dairy plant in Baoji has seven SIG Combibloc filling machines in operation: five CFA712-32 and two CFA112-32. A new showcase factory to be built at Hohhot in Inner Mongolia will be equipped with a further twelve high-speed filling machines from SIG Combibloc.

A perfect beginning

Mengniu Dairy was established in 1999, and in just seven years has grown into China's leading dairy company. Today, Mengniu Dairy owns more than 20 production facilities in 15 provinces. The product range comprises more than 100 goods with very strong sales. With a turnover of 10.8 billion RMB (about 1.36 billion US dollars) in 2005, Mengniu Dairy holds a 30 per cent share in the Chinese market, making it the country's number one performer in the liquid UHT milk sector.



combibloc*Small* for „Maggi Ma Sauce Fine“:

Speciality sauces for French cuisine

Customer
Nestlé

Brand
Maggi Ma
Sauce Fine

Category
Liquid sauces

Market
France

Launch
November 2006

Format
combibloc*Small*
250 ml and 350 ml

Varieties
Béchamel,
Pepper, Hollandaise,
Beurre Blanc,
Mushroom

Sauces for every occasion

With five varieties of its „Maggi Ma Sauce Fine“, Nestlé is bringing new impetus to the French market. The ready-to-serve sauces are exclusively available in combibloc*Small* 250 ml and 350 ml. Nestlé has opted for the carton pack in preference to the glass it used previously. No wonder – cartons from SIG Combibloc provide ample surfaces for eye-catching presentation, sales promotions and design optimization, and are ideal for all kinds of marketing purposes. As well as the changeover to *combibloc* carton packaging, the composition of the sauces has also been improved.

Formulations à la Chef

The quality of composition determines how successfully a sauce will sell. That's why, when it was developing „Maggi Ma Sauce Fine“, Nestlé switched its production to the SIG Combibloc system. This guaranteed the volume flexibility and product variety Nestlé wanted, as well as optimal storage quality – the gentle UHT process retains the delicious flavour. Thanks to the flexibility of the SIG Combibloc system, Nestlé has also been able to satisfy the diverse demands of its customers for products with different viscosities, chunk content and volumes: Béchamel Sauce is to be offered in a 350 ml carton, and the Pepper, Buerre Blanc, Mushroom and Hollandaise Sauces will be sold in the 250 ml variant.

Light and luscious

With premium quality sauces in practical portion sizes and a variety of recipes, Maggi has certainly made day-to-day cooking easier.



Eckes Granini launches new juices and nectars on the Russian market:

Uslada – the Russian soul in combibloc*Magnum*

Customer
Eckes Granini

Brand
Uslada Dlya Dushi
(Uslada for
the Soul)

Category
Juices and nectars

Market
Russia

Launch
November 2006

Format
combibloc*Magnum*
1,500 ml
with combiTwist

Varieties
Apple, Tomato,
Multifruit

New kid on the juice shelf

Eckes Granini's new Uslada-brand juices have been available in Russia since the end of last year. And the juices, in combibloc*Magnum* 1,500 ml, are flying off the shelves. Despite the highly competitive nature of the market, with its myriad providers, the company has successfully managed to make the new brand stand out from the competition.

The taste of Russia

One reason for this is the original and emotive positioning of the product, with its „Uslada for the Soul“ epithet. The brand embodies proverbial Russian hospitality and warm, affectionate acceptance, and these qualities resonate in each and every glass of Uslada juice. The key appeal to tradition and the Russian image of the brand have been combined with a high-quality

product and very appealing, modern packaging from SIG Combibloc.

Juicy profits

In 2006, Uslada's sales figures enjoyed a 120 per cent increase over the 2005 figures! Prospects are bright for the future, where the focus of Eckes Granini Russia will be on the development of a family-size package.



First Oat Supreme milk and cream in combibloc*Standard* and combibloc*Small*:

Leckpatrick Foods packing dairy-free alternatives

Customer

Leckpatrick Foods

Brand

First Oat Supreme

Category

Dairy-free products

Market

UK

Launch

November 2006

Format

combibloc*Standard*

1,000 ml

combibloc*Small*

250 ml

Varieties

Dairy-free alternatives made from oats

New product, new flavour

First Oat Supreme is a range of dairy-free alternatives made from oat flakes. It is guaranteed free from whey, soya, lactose, gluten and cholesterol. The milk alternative, contains less than 1.4 per cent fat and is aimed at being a non dairy „semi-skimmed milk“. The cream alternative is a substitute for both double and single cream and contains 23 per cent fat. First Oat Supreme is enriched with calcium, and is suitable for vegetarians and vegans. This revolutionary product is packaged in combibloc*Standard* and combibloc*Small* from SIG Combibloc.

The solution to your lactose problem

The problem of lactose intolerance is becoming a major issue the world

over. The inability to digest dairy (Lactose) products leads to a range of health problems like digestive problems, migraines and allergies. In addition to the milk and cream alternatives, First Oat Supreme's product range includes oat ice cream, chocolate oat ice lollies with a dairy-free chocolate coating and a low fat sugar free ice cream suitable for diabetics.

Globally successful

Leckpatrick Foods, based in Northern Ireland, are specialist manufacturers of UHT products with a capability to process and package a wide range of formulated aseptic liquid food products for the retail, food service and industrial markets. The company is a division of the Kerry Group PLC (GmbH),

a global company with more than 20,000 employees, at 150 sites world-wide with current sales over 4.2 billion Euros.



Krings switches to combibloc*Magnum* with combiSwift:

Still waters run profitably

Customer

Krings Fruchtsaft GmbH

Brand

Herrather Jungbrunnen

Category

Still water

Markets

Germany

Launch

July 2006

Format

combibloc*Magnum*

1,500 ml

with combiSwift

Twisting is in

As one of the leading beverages manufacturers, Krings Fruchtsaft is switching from the Tetra Brik carton with ReCap closure to the combibloc*Magnum* 1.500 ml with the new combiSwift screw cap from SIG Combibloc. In doing so, the company is following an international trend: the increasing use of easy-to-open screw caps. The innovative combiSwift cap itself offers a range of convenient benefits. The carton is much easier to open, the product can be dispensed precisely, and the package can be screwed tightly closed after use. Benefits that are being recognised by more and more customers world-wide, and manufacturers are sitting up and taking note. For Krings Fruchtsaft, the decision represents a further step in its successful collaboration with SIG Combibloc, which is going from strength to strength.

Refresco has got the knack

Krings Fruchtsaft GmbH belongs to Refresco Holding, a group with a total of seven companies in five countries. Premium-quality fruit juices, nectars, fruit juice drinks, soft drinks and vegetable juices are filled at eleven production sites. With an annual turnover in excess of EUR 600 million and more than 1,200 employees, the Refresco Group is one of Europe's largest fruit juice producers.



Blédina baby milk in combiblocCompact with drinking straw:

„Les Petits Grands“ for children from 18 to 36 months

Customer
Danone

Brand
Blédina

Category
Baby food

Market
France

Launch
September 2006

Format
combiblocCompact
250 ml with
drinking straw

Varieties
Chocolate,
Strawberry

New range for kids

Blédina, France's market leader in baby foods, introduces its new product range Les Petits Grands. The new series marks an expansion of the company's range of children's food products that meet the specific needs of different stages of development. Blédina is filling the new products in combiblocCompact 250ml, available in packs of four.

Ideal on the road, too

The new milk is available in two delicious flavours: Chocolate and Strawberry. And Les Petits Grands are not just a toothsome treat, they are also really practical: the baby milk is ready to drink and the package comes with a drinking straw, making it easier for little people to deal with. So the new

product is ideal for young, modern families who are often on the go.

A long history of cooperation

Easy handling, appetising appearance, natural colours and fresh flavour are the typical features of products in aseptic carton packaging. Blédina can look back on many years of experience in the food industry, and has relied on SIG Combibloc since 1989. As Blédina's exclusive supplier of carton packaging, SIG Combibloc guarantees high product quality by preserving sensitive nutrients and vitamins with its gentle aseptic process.



Fruity drinks for little connoisseurs in combiblocSmall:

Nidan Juices introduces new baby juices

Customer
Open JSC
Nidan Juices

Brand
Moya Sem'ya

Category
Baby food

Market
Russia

Launch
September 2006

Format
combiblocSmall
200 ml with
drinking straw

Varieties
Green Apple, Apple
with Apple Pulp,
Apple & Pear,
Apple & Peach,
Apple & Plum

Fresh and fruity

Siberia's market leader, Nidan Juices, has launched a range of fruity juices for little ones, under the brand name „Moya Sem'ya“ („My Family“). With no additives or preservatives, the juice is ideal for the healthy feeding of infants (depending on variety, starting from the age of three, four or five months). This vitamin-rich juice, in the trusted Nidan quality, has the potential to become a firm new favourite with the younger consumer.

A whole world of brand names

The company's product portfolio includes familiar brands such as Caprice, Champion and Sokos (juices and nectars), „Caprice Tea“ ice tea, and the „Da!“ (Yes!) fruit juice drink. The full range comprises more than 120 products. The company has been working with SIG Combibloc since 1998. At that time, Nidan had a production

plant in Novosibirsk. Now, with 16 filling lines in Novosibirsk and Moscow, Nidan Juices is one of Russia's three major fruit juice manufacturers. According to information in Business Analytics, Nidan Juices holds a 17.9 per cent share of the overall Russian fruit juice market. In Siberia, with a market share of more than 47 per cent, the company is the market leader.

A treasury of flavours

Nidan Juices works with a unique quality control system. In every production batch, flavour samples are compared with existing quality specimens, which are stored in special „flavour archives“. The products' manufacturing, storage and marketing conditions comply with the most up-to-date international standards and are certified in accordance with ISO 9001/2000, among others.



New milk drinks and cappuccino milk for the Czech market:

The indulgence of coffee with products from Tatra

Customer
Mlékárna Hlinsko

Brand
Tatra/
Tatra Lascato

Category
UHT flavoured milk
drinks/
UHT milk

Market
Czech Republic

Launch
September 2006

Format
combititMidi 500 ml
with combiTwist/
combiblocMidi
1,000 ml

Varieties
Espresso,
Caffé Latté/
Cappuccino milk

Two new products for Czech consumers

Following the enormous success of Tatra Moccacino, which achieved 25 per cent of the market share for flavoured milk drinks, Mlékárna Hlinsko, the Czech Republic's leading UHT milk producer, is expanding its range of coffee drinks with not one, but two new products: Tatra Caffé Latté and Tatra Espresso, both packaged in combifitMidi 500 ml.

A winning team

Mlékárna Hlinsko has relied on technology from SIG Combibloc since 1994. SIG's expertise enables the company to fill different volumes on a single machine – flexibly and fast. The changeover to new volume units can be done in the blink of an eye, and the

most diverse customer requirements are satisfied without difficulty. The unique variety of packaging formats and volumes, along with enormous convenience and high quality, has led to rapid growth in sales.

Good prospects

Tatra has a leading position in the condensed milk products market, and is very popular with coffee-drinkers - a good base for developing further sales opportunities for the HoReCa segment. This has led, for example, to the development of Tatra Lascato, a special milk for cappuccino, that gives a creamier, richer, thicker froth. With a market share of around 30 per cent in the UHT milk sector and more than 80 per cent in the condensed milk sector, Mlékárna Hlinsko is the Czech

Republic's biggest producer of UHT milk. The company employs 250 staff and generates annual turnover of more than 80 million Euros.



Santa Clara launches a new range of milk products in combiblocPremium:

Premium milk for Mexico

Customer
Santa Clara

Brand
Santa Clara

Category
UHT milk

Market
Mexico

Launch
January 2007

Format
combiblocPremium
1,000 ml
with combiLift

Varieties
Full cream milk,
skimmed milk

Quality wins the day

With the launch of its new range of milk products, Santa Clara aims to consolidate and expand its position in the Mexican market. So in choosing a manufacturer for its packaging, the company has opted for an expert partner. The carton packages and the packaging system from SIG Combibloc have won over the company – not least because, when they hit the supermarket shelves, the products are now clearly distinguishable from the competition.

Quality packaging for quality products

The market launch of this UHT milk is a first step in the collaboration between SIG Combibloc and Santa Clara in Mexico. The aim is to secure market shares and to convince consumers of the benefits of the beverage

cartons. Santa Clara has selected the combiblocPremium 1,000ml format for its practicality and ease of transport. A further critical factor in the decision was the excellent print quality provided by SIG Combibloc. Servando Conde, owner of Santa Clara, is delighted with the high-quality carton packaging, because it emphasises the company's image as a manufacturer of premium products.

Forging ahead with quality

Santa Clara was established in Pachuca, Mexico in 1924 with a tiny herd of just 17 cows. The dairy farm expanded quickly and today employs more than 200 people. The company has a market share of 80 per cent in the Hidalgo region, Pachuca, and is well known for its high quality products such as flavoured milk drinks, yoghurt, cheese, cream and ice cream.



New soups in new flavours from La Potagère:

SILL expands its product range

Customer
SILL

Brand
La Potagère,
La Potagère bio

Category
Ready-to-serve soups

Market
France

Launch
November 2006

Format
combiblocStandard
1,000 ml
with optimised
V perforation

Varieties
La Potagère:
Cabbage & Sausage,
Basque's Soup with
hot pepper,
Chicken Broth
La Potagère bio:
Pumpkin & Vanilla,
Carrot & Liquorice

Modern meals

Back in 2001, Sill expanded its range of ready-to-serve soups with the addition of the „La Potagère“ organic range. As demand for organic foods continued to grow, Sill launched five further varieties of the successful ranges La Potagère and La Potagère bio at the end of 2006. The new soups were developed by master chef J.M. Villard, working with SIG Combibloc's marketing team. The new products offer variety and sophistication, and fit in with the eating habits of today's consumer. The ready-to-serve soups, containing pieces of vegetable or meat, can be used as a starter or as a complete meal. They are available in combiblocStandard 1,000ml with the new optimized V perforation – the larger opening allows smoother, easier pouring.

New mix

The Pumpkin & Vanilla and Carrot & Liquorice organic soup varieties are aimed at customers who make a point of buying healthy foods and want homemade-style soups. M. Philippe Corre, sales director at SILL, says: „We have to provide original and value added recipes such Pumpkin & Vanilla. With the filling technology from SIG Combibloc, we can also offer alternatives with pieces of vegetable or meat!“.

Soups from SILL

SILL is a significant provider of soups, dairy products, aseptic, fresh fruit juices, as well as fresh and frozen ready-meals. With more than 650 employees, the company has a turnover of 238 million Euros. Exports make up 15 per cent of sales. Combining

sophisticated convenience, healthiness and natural ingredients, SILL convinces the demanding French gourmets.



Alpenmilch Salzburg runs promotional campaign on its SalzburgerLand products:

Alpenmilch makes Salzburg fit

Customer
Alpenmilch Salzburg

Brand
SalzburgerLand

Category
Fresh milk

Market
Austria

Launch
January/February
2007

Format
combiblocMidi
500 ml,
combifitMidi
1,000 ml

Varieties
Fresh 3.5% Alpine
milk, 1.5% Alpine
milk, Buttermilk,
Acidophilus milk

That's a good start

Following the success of its promotional campaign in March 2005, Alpenmilch Salzburg launched a new promotion with the motto „Alpenmilch macht Salzburg fit!“ [Alpenmilch makes Salzburg fit!]. With this catchy headline, one of Austria's leading dairy firms were wooing consumers from mid-January until the end of February 2007.

Collect fitness points and win

Fitness points can be found on Alpenmilch Salzburg's 'light products': fresh Alpine milk, 1.5 per cent Alpine milk, buttermilk, acidophilus milk and 0.1 per cent fruit yoghurt. After collecting just ten points, customers get a fitness check and a complete fitness day at one of the „vitaclub“ or „Injoy“ – fitness studios. For every point collected after that, an extra

fitness day beckons. And anyone who collects 40 or more loyalty points can choose from a range of valuable prizes.

Loyalty pays

„It always pays to buy SalzburgerLand products. And now if you buy the „light“ products, not only will you make a „light“ start to the new year, you'll also be rewarded for your loyalty“, says marketing manager Sabine Meissnitzer. „At the same time, this promotional campaign is supporting farmers in the Salzburg region. They are actually the ones who ensure we get good, healthy food, and they maintain the beautiful natural environment of Salzburg. Healthy, happy cows can only thrive in a wholesome and well-tended environment, and they, in their turn, make sure that SalzburgerLand products always taste so good“.



Organic products are gaining ground again:

It's going well with organic food

From greenie to organic

Organic food is no longer just „greenie“ – organic has become a cult. And this trend runs through all levels of society. Sales of organic foods are flourishing the world over. Based on a CAGR (compound annual growth rate) of at least 11.1 per cent, the organic foods market in Europe and the USA will reach a volume of just under 60 million US dollars in 2009 (Source: Business Insights: Innovation in Natural and Organic Food and Drinks).

It's all gone organic

Organic is good, and organic food tastes good. Organic food is „the trusted alternative to conventional foods“, according to a recent study by management consultancy firm KPMG. Organic products have long symbolised a modern, sophisticated lifestyle, and they are at home in virtually every kitchen. And we are not just talking about wholemeal bread and muesli. Consumer awareness, and the corresponding response of the retail industry, have boosted sales of organic products world-wide.

From eco-freak to eco-friend

The reasons for this change of heart are as varied as they are convincing. With appetites already spoiled by newspaper headlines about rotten meat and other food product scandals, now bird flu and news items on GM foods have shaken people's confidence in the global food industry. Basically, nobody's really sure anymore what we can eat without worrying about our health. But this is just one of the reasons. Another is changing consumer attitudes to foods that are nutritionally more wholesome. These days, people are prepared to pay more for better quality food.

In Europe, the organic juices segment is showing the strongest growth, with Germany, at 40 per cent of the region's total volume, leading the market. The most popular products are apple and orange juice, with vegetable juices not far behind.

Customer
Rottaler
Fruchtsaft eG

Brand
Bio Sonne

Category
100 % juice

Market
Germany

Launch
March 2006

Format
combitPremium
1,000ml
with combiTwist

Varieties
Orange, Apple



Customer
Amecke Fruchtsaft
GmbH & Co.

Brand
Amecke

Category
100 % juice
(vegetable)

Market
Germany

Launch
May 2004

Format
combiblocPremium
1,000ml
with combiTwist

Varieties
Tomato,
Vegetables, Carrot



Growth in Germany

Virtually every type of food is available in organic quality nowadays, whether it's cheese, fruit and vegetables, dairy products or meats – there are even complete ready-meals with the 'ecologically approved' label. According to ZMP (Zentrale Markt- und Preisberichtsstelle [central market and price reporting office]) analyses on the basis of the ACNielsen Trade Panel, the growth rates for some organic products go into double figures.

90 per cent of Germans have added organic products to their shopping trolley at least once in the past year. Vegetable juices in particular have gained wide acceptance amongst consumers – in the 2004-2005 half-year comparison, they achieved the highest growth rate, at 55 per cent. And the trend shows no sign of slowing. Experts predict that the organic food share in the overall food products market in Germany, currently three per cent, will have risen to six per cent in 2010. And now that every discount store stocks organic foods at low prices, everyone can afford to buy organic.

In France, too, manufacturers are adapting their products to the demands and the growing health consciousness of the consumer. As far back as 2005, SILL incorporated selected organic products into its product portfolio, and the company continues to expand its successful La Potagère range with organic formulations (see also SHELFprofile).

Cultural differences

In a world-wide internet survey – the biggest study of its type – in May 2005, ACNielsen questioned a total of 21,100 consumers in 38 countries in Europe, the Asia-Pacific region, North America and South Africa on the topic of organic foods. More than two thirds of the respondents confirmed that they considered organic food to be healthier than conventional food products. Consumers in the Asia-Pacific region, in particular, were of this opinion. For 19 per cent of Europeans, the environmental impact of a product is an important selling point.

At present, the higher price of organic foods continues to be seen as the principal argument against buying organic products. This is especially true for Europe, the Asia-Pacific region and North America. In Central and South America, however, the poor availability of organic foods is the main drawback. In addition, more needs to be done to convince people of the benefits of organic foods. This is precisely where providers are finding completely new opportunities „to position their food products in such a way that credibility and pricing no longer represent insurmountable obstacles“, according to Klaus Halsig, Group Managing Director of ACNielsen.

Consumers in the Asia-Pacific region consider a healthier diet for themselves and their children to be the main reason for buying organic products. And this starts with baby food – in 2005, Pasteur Milk Co. Ltd launched an organic soy milk for babies in combiblocCompact 200ml.

Customer
SILL

Brand
Bjorg

Category
Ready-to-serve soups and sauces

Market
France

Launch
September/October 2005

Format
combiblocSmall 250ml
combiblocStandard 1,000ml

Varieties
soups: Vegetable, Mouliné Campagnard, Velouté Provençal
sauce: Tomato

Customer
Pasteur Milk Co. Ltd.

Brand
Pasteur

Category
Plain Low Sugar Soy Milk

Market
South Korea

Launch
October 2005

Format
combiblocCompact 200ml

Variety
Organic Soymilk



Carton beats PET

Any person who puts biological quality high on their list of priorities when making their food product choices clearly must also be in favour of environmentally friendly, high quality packaging. A new environmental performance evaluation by the IFEU Institute (Institut für Energie und Umweltforschung Heidelberg GmbH [Heidelberg institute for energy and environmental research]) places drinks cartons well ahead of the PET bottles normally used for commercial sales. According to the study, in direct comparison with disposable plastic PET bottles, „ecological benefits are identifiable in all the system comparisons carried out“. For example, for a 1-litre fruit juice drink container with a later best-before date, the carton scored higher than the plastic bottle in six out of eight categories.

A perfect fit

A consumer survey conducted in Germany in 2006 demonstrated the advantages of carton packaging for organic products. For organic products, in particular when it comes to juice and milk, cartons are the clear favourite over glass and plastic. Carton packs are lightweight, unbreakable, easy to stack, easy to dispose of, with no adverse effect on flavour – and these characteristics continue to be convincing arguments in favour of carton packaging.

The organic products segment is a growing market worldwide, with enormous potential in terms of product development, the expansion of existing product ranges, marketing and sales promotions. The convenience aspect also plays a significant role within the segment – reclosable cartons and small package sizes for on-the-go consumption, are gaining in popularity.

Many manufacturers are opting to integrate the organic concept into the names of their products. Examples are the American customers Santa Cruz and RW Knudsen, which are following the trend for marketing organic products in small-size packages for on-the-go consumption, and launched several organic products in *combiblocSmall* 250ml.

Customer RW Knudsen/ Santa Cruz	Format <i>combiblocSmall</i> 250ml with straw
Brand RW Knudsen/ Santa Cruz	Varieties RW Knudsen: Organic Apple, Organic Pear
Category 100 % juice	Santa Cruz: Organic Grape, Organic Lemon, Organic Orange, Organic Tropical
Market USA	
Launch February/March 2005	



New outfit for Bitolski: combibloc*Midi* 1,000ml with combiTwist

Customer
IMB Bitola AG

Launch
September 2006

Brand
Bitolski

Format
combibloc*Midi*
1,000ml
with combiTwist

Category
Nectar and
100% juice

Varieties
Blueberry, ACE,
Orange, Peach

Market
Macedonia



On the road with Disney: Cars and Cinderella on combibloc*Small* 200ml

Customer
Calypso Soft Drinks
Limited

Launch
November 2006

Brand
Calypso

Format
combibloc*Small*
200ml with
drinking straw

Category
Fruit drinks

Varieties
Blackcurrant,
Orange

Market
UK



Naturally mild: consumer favourite in new flavours

Customer
Friesland Foods
Western Europe

Launch
September 2006

Brand
Appelsientje Mild

Format
combibloc*Magnum*
1,500ml
with combiSwift

Category
Fruit drinks

Varieties
Mixed Berry, Apple

Market
Netherlands



It's the mix that makes it: Jiabao in combifit*Small* 250ml

Customer
Jiabao Dairy Co. Ltd.

Launch
August 2006

Brand
Jiabao

Format
combifit*Small*
250ml with
drinking straw

Category
Flavoured milk
drinks

Varieties
Vanilla

Market
China



Milk from Macedonia: healthy in combifit*Midi* with combiTwist

Customer
IMB Bitola AG

Launch
September 2006

Brand
„Bi-Milk“
Bitolski mleko

Format
combifit*Midi*
500ml and 1,000ml
with combiTwist

Category
UHT milk

Varieties
1.5% UHT milk,
3.2% UHT milk

Market
Macedonia



All new at Valensina: new composition, new design and new screw cap

Customer
Dr. Siemer
Getränke GmbH

Launch
January 2007

Brand
Valensina

Format
combifit*Premium*
1,000ml
with combiSwift

Category
100% juice

Varieties
Orange, Grapefruit,
Orange/Mango/Pine-
apple, Orange/Pink
Grapefruit

Market
Germany



Icecream from Angelito: a cool mix in combibloc*Standard*

Customer
Leckpatrick Foods

Brand
Angelito

Category
Ice cream mix

Market
UK

Launch
November 2006/
January 2007

Format
combibloc*Standard*
1,000 ml

Varieties
Dairy Ice
Cream Mix,
Vanilla Flavoured
Ice Cream Mix



„Qoo“- flavour for McDonald's: fruit juice in combibloc*Small*

Customer
Swire Coca-Cola
HK Ltd.

Brand
Qoo

Category
Flavoured fruit drink

Market
China

Launch
August 2006

Format
combibloc*Small*
200 ml with
drinking straw

Variety
Grape, Mango



Little cartons for little hands: Rainbow and Snadi now in combibloc*Small*

Customer
VIP Juicemaker

Brand
Rainbow/Snadi

Category
Fruit drinks

Market
Finland

Launch
August 2006

Format
combibloc*Small*
200 ml with
drinking straw

Varieties
Rainbow: Orange,
Raspberry-Strawberry,
Pear, Cola

Snadi: Strawberry,
Pear, Orange,
Raspberry



Asturiana promotes Expo Zaragoza 2008: Announcement on Christmas package

Customer
Corporación
Alimentaria
Peñasanta S.A.

Brand
Central Lechera
Asturiana

Category
Milk

Market
Spain

Launch
November 2006

Format
combibloc*Slimline*
1,000 ml
with combiSwift

Varieties
Plain Milk,
Skimmed Milk,
Semi-skimmed Milk



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