

SHELF/live

Lipton expands its product range with combifitMagnum:

1.5 litres of pleasure for the whole family

SHELFprofile

Client
Unilever

Brand
Lipton Ice Tea

Product
Ready-to-drink tea

Market
France

Launch
April 2006

Format
combifitMagnum
1,500ml with
combiTwist

Flavours
Apple, Red Fruits

A big treat

In tune with the season, Unilever France has launched Lipton Ice Tea in the 1.5-litre family pack on the French market. Flavours available: Apple and Red Fruits. The format: combifitMagnum with the combiTwist screw cap.

With its jumbo sizes enjoying huge success in the Netherlands since 2005, Unilever is anticipating an increase in sales in France too.

Lipton Ice Tea in a carton is a first for the French – until now, the product has been available only in plastic bottles or cans.

When it came to choosing a partner to provide the carton packaging for the expansion of Unilever’s product range, the choice was obvious – SIG Combibloc. SIG’s product portfolio and innovative technologies tipped the balance. Because combifitMagnum embodies in form and function the premium feel of Unilever’s product and, with its multiple display surfaces, offers plenty of space for attractive designs. And the practical combiTwist screw cap takes it a step further: it opens easily and closes firmly.

Achievement with pleasure

With sales of EUR 3.5 billion, Unilever France has always shown a flair for understanding the demands of the market. The best proof of this is the company’s 5.8 per cent share in the French soft drinks market, with Lipton. And in the ice tea segment, Lipton Ice Tea is the market leader, with a share of 66.4 per cent. With the new 1,500ml combifitMagnum format, the company is sure to continue its success.



Eckes-Granini teams combiblocMagnum with combiSwift:

The perfect twist for Germany and France

It all revolves around fruit juice

Eckes-Granini is Europe's biggest manufacturer of proprietary brand names in the fruit juices sector, and is well known for its innovative packaging. Now the company has launched the brands hohes C, granini and FruchtTiger in CombiblocMagnum 1,500ml with the new combiSwift screw cap on the German market. In France, combiSwift on the premium Réa products ensures spectacularly easy opening. combiSwift not only meets the high consumer demand for quality and convenience but, with its new technology, it can be opened incredibly easily and effortlessly.

The launch of hohes C with combiSwift on the German market is accompanied by a wide-ranging commercial promotion. Consumers can win 22 elegant mobile telephones in the competition – in tune with the screw cap, of course, with a swivelling colour display.

Sales pick up speed

Eckes-Granini has posted a record value in Germany: 324 million litres, making an increase of 12 per cent. The "hohes C" and "granini" brands thus continue to enjoy a familiarity level of well over 90 percent, making them by far the most popular fruit drinks in the country. The "FruchtTiger" brand is also well ahead in the children's drinks segment. All the indicators point to success in France, too. As the leading brand in the large-size cardboard packaging segment, Réa has successfully turned around and is currently growing by about ten percent compared to the previous year.

Client
Eckes-Granini

Brand
hohes C,
FruchtTiger,
granini Trinkgenuss,
Réa

Product
Fruit juices and
fruit nectars

Markets
Germany/France

Launch
May/June 2006

Format
combiblocMagnum
1,500ml with
combiSwift

Flavours
hohes C:
Orange,
Orange with pulp,
Smooth Orange,
Multivitamin,
Red Multivitamin,
Breakfast Juice,
Mineral Aktiv,
Naturally Cloudy
Apple

FruchtTiger:
Magic Orange,
Red Berry-Mix,
Wild Cherry,
Multivitamin

granini Trinkgenuss:
Orange, Multivitamin,
Guten Morgen,
Apple, Apple-Cherry,
Grape

Réa:
Smooth Orange,
Multivitamin,
ACE, Pineapple,
Grape, Apple



Campina launches new premium lines in SIG Combibloc:

New milk in new outfit

This milk equation works out

In June, Campina launched a new concept in UHT milk on the German market under the brand name 'Landliebe'. It was a hotly anticipated premier, because until now the Landliebe brand's presence in the milk segment has not extended beyond fresh products. In selecting the packaging for its new product, Campina opted for combiblocSlimline together with the new combiSwift closure system.

This means that yet another major milk client has chosen to launch its new premium line in cartons from SIG Combibloc. There are many factors in favour of this decision – not least the fact that ultra-high heat-treated foods place their own special demands on the quality of the carton packaging.

Here, the innovative combiSwift closure system tipped the balance. It is easily opened, and can be closed easily and securely, providing just the degree of convenience that discerning customers demand these days.

Facts and figures about Campina

With a total annual turnover of EUR 846 million and a processing volume of about 1.1 billion kilograms of milk, Campina is one of the leading milk processors in Germany. As the market leader in the fresh milk sector, Campina employs around 2,200 people and is the biggest provider of school milk. The company's major brands include Landliebe and Campina.



Client
Campina

Brand
Landliebe

Product
UHT milk

Markets
Germany

Launch
June 2006

Format
combiblocSlimline
1,000ml
with combiSwift

Types
1.5% fat, 3.8% fat

Central Lechera Asturiana now with combiSwift screw cap:

Spain's number one sets the standard again

Successful relaunch

As a SIG Combibloc customer for many years, the Spanish company CAPSA had already decided to go for the combiblocSlimline 1,000ml format. Now, as part of a product relaunch, the combiSwift closure system is to be replaced with combiSwift. CAPSA is Spain's market leader in the milk segment and is always on the lookout for new technologies and innovations to improve product quality, whether in terms of flavour retention or packaging. With the switch to combiSwift, the company is meeting Spain's fierce competition head-on. Working with SIG Combibloc, CAPSA can be confident that it will stand head and shoulders above its competitors.

Spaniards on course for success

With its decision to use combiSwift, CAPSA reconfirms its status as a pioneer and becomes the first company to launch the innovative screw cap on the Spanish market. At the same time, CAPSA is offering a new secondary packaging option: the four-pack that completes the current six-pack option. This way, Central Lechera Asturiana becomes the first brand in the market to offer two multipack solutions, demonstrating their flexibility and adaptation to the needs of the consumer in the actual market. With a sales volume of 674 million litres in 2005, CAPSA, with the Asturiana, ATO and Larsa brands and a market share of almost 14.3 per cent, is number one in the Spanish milk market, which has seen sales of 2.6 billion litres in the last year.

Client
CAPSA, Corporación
Alimentaria
Peñasanta S.A.

Brand
Central Lechera
Asturiana

Product
Milk

Markets
Spain

Launch
June 2006

Format
combiblocSlimline
1,000ml with
combiSwift

Types
Full-cream milk,
skimmed milk,
semi-skimmed milk



Jamnica opts for combiTwist:

Relaunch for Juicy

SHELFprofile

New design, new cap

The Jamnica joint stock company, part of Agrokor Corporation, operates one of the most modern mineral water and spring water filling plants in Europe. With a yearly output of 260 million litres, the company is the biggest producer in south-eastern Europe. The holding company owns the Jamnica Natural Mineral Water Bottling, Juicy Fruit Juice Carton/Bottling, Jana Natural Spring Water Bottling and Non-Alcoholic Beverages Bottling plants. Jamnica's success and its future development are based on a strong customer focus and the use of innovative technologies. With the switch from combiLift to combiTwist, Jamnica is responding to the growing demand from its customers for practical, convenient handling,

enhancing the quality of its products. At the same time, the design relaunch is reinforcing the visual impact of the packaging.

The results speak for themselves

That Jamnica's strategy is taking it in the right direction has been shown by the company's outstanding achievement at the 'Superior Taste Awards 2006' in Brussels. Not one, but three of the company's products were awarded the maximum score of three stars by the international jury. The award-winning products competed successfully against brands from all over the world. "Your company and your team can be proud to offer products whose extremely high quality composition and exquisite taste are appreciated far and wide", was one of the

accolades the company received at the awards ceremony.



New soy soup in combiblocMini carton:

A new product for modern nomads

SHELFprofile

The soy soup snack

Hanmi Whole Soymilk Co. Ltd has launched a new concept in soup on the South Korean market. Rich in valuable fibre, KongGukMul-brand soy soup is served hot with noodles for breakfast. This innovative concept in ready-meals appeals particularly to the burgeoning health-conscious consumer sector – a group that is constantly growing. In Asia, sales of soy products increased by 27 per cent in 2005. So Hanmi's soy soup has the potential to become a real bestseller.

manufactured to a new recipe, giving it the consistency of a light broth. Packaged in the slim combiblocMini carton package, the product can be transported easily and securely. Consumers who are very hungry, and anyone in a rush, can also drink the soup snack directly from the carton using a straw. It is ideal as a meal replacement and as a supplement to a balanced, nutritious diet. So Hanmi soy soup is the perfect alternative for the modern nomad – working people who have less and less time to spare and do not want to squander this precious commodity with time-consuming cooking. Traditional stone ground soybean soup has been served for generations but now blending tradition with technology, Hanmi has taken the time honoured recipe and reinvented it for the modern consumer.

Client
Hanmi Whole Soymilk Co. Ltd

Brand
KongGukMul

Product
Soup

Markets
South Korea

Launch
February 2006

Format
combiblocMini
250 ml

Types
Soup made from whole soy milk

Soup to go

The Asian palate is accustomed to the 'beany' taste of soy beans, and appreciates this distinctive flavour. So, unlike other countries, no additives are needed to disguise the natural flavour of the soup. Hanmi's soup is



New tropical fruit nectars in combiblocSlimline with combiTwist:

Jungle fever in Ukraine

SHELFprofile

The perfect introduction

In the first quarter of 2006, a new range of juices and nectars based on fruit juice concentrates and purees gave the Fruit MasterGroup/FMG (Heltex Inc.) a trebling of sales compared with the previous year. This extremely successful start provided the impetus for the launch of a completely new brand of exotic fruit nectars. The name: Jungle Way. Jungle Way has been specially developed to meet the demands and cater to the needs of the Ukrainian market. With the selection of exotic fruit flavours and vibrant package design, these tropical fruit nectars are easily distinguished from other providers in the market. With Jungle Way, Fruit MasterGroup has made a bold entry into the tough non-carbonated soft drinks market.

Perfectly packaged

Jungle Way is a further example of the successful collaboration between FMG and SIG Combibloc. The product is offered in combiblocSlimline 1 litre with green combiTwist screw cap and combiblocSmall 250 ml with drinking straw. Jungle Way is marketed through the usual sales channels, although a further point of focus is the promising HoReCa segment. With this in mind, FMG has installed more than 1,000 fridges with glass doors at various locations in southern Ukraine. More than half of them were installed in the Odessa area and the Crimea since the Black Sea resorts attract many tourists.



'Knorr Ligne' soups in combiblocCompact 500 ml:

Slender and fit by indulging

SHELFprofile

New soup varieties

The 'Knorr Ligne' line is expanding in France and Belgium with new recipes that appeal particularly to the figure-conscious consumer, principally women aiming for slim physiques. The new soups are nutritionally balanced in composition, and are perfect for anyone who appreciates spicy and well-seasoned fare. In September 2006, these delicious soups are to be launched in Belgium as well. The flavours are Tomato & Celery, Pumpkin & Carrot, and Mediterranean Vegetable. At Unilever, the decision to work with SIG Combibloc was an easy one – after all, the two companies have been working together with great success since 1987. The combiblocCompact aseptic carton package provides the best protection for the 'Knorr Ligne' range of ready-to-serve soups, and is

an ideal package format for single-portion products. At the same time, the multiple display surfaces and the high print quality were key factors in the decision to use carton packaging from SIG Combibloc.

It's all happening for Knorr!

Knorr is Unilever's most successful brand. The group of companies is one of the biggest providers of brand-name products in the foods, homecare and personal hygiene sectors worldwide. With more than 200,000 employees, the company has a presence in 150 countries, and has a total turnover of EUR 39.7 billion. Unilever France, with 4,900 employees, recorded turnover of EUR 3.5 billion in the last year and to date has sold 35.9 million litres of Knorr liquid soups in France.

Client
Unilever

Brand
Knorr

Product
Ready-to-serve soup

Markets
France

Launch
January 2006

Format
combiblocCompact
500 ml

Flavours
Carrot & Leek,
Crème of Vegetable,
Tomato & Celery,
Mediterranean
Vegetable,
Tomato & Courgette



Yantang introduces new products in *combibloc*:

Delicious milk drinks for children

SHELFprofile

Client
Guangdong
Yantang Dairy
Co. Ltd

Brand
Loby

Product
UHT milk-drinks and
yoghurt-drinks

Markets
China

Launch
June 2006

Format
combiblocMini
150 ml with
drinking straw

Flavours
Plain yoghurt drink,
fruit-flavoured
yoghurt drink,
sweetened milk

Big potential with the little ones

China's milk market has grown dramatically in the past few years – and competition has become increasingly fierce, too. To survive, and exploit profitable markets in this cut-throat climate, Yantang carried out a market survey to identify potential new areas for development. The results showed that, in contrast to the fiercely-contested adult target group, there are still huge opportunities for profit in the segment dealing with products specifically for children.

A small format with a big impact

With the assistance of SIG Combibloc China, over the past year Yantang has developed its first two products for children – a plain yoghurt drink and a fruit-flavoured yoghurt drink – and successfully introduced them in China

in the combiblocMini 150ml format with drinking straw. The third product – sweetened milk – was launched several months ago.

With around 600 employees, Yantang is one of the leading brands in the milk segment in Southern China. The company is based in Guangdong province and works with the CFA 712-32 and CFA 112-32 filling lines.



Hui Yuan fruit juice drinks for children:

Winnie the Pooh whets the appetite

A hit with kids

In May this year, Beijing Hui Yuan Beverage & Food Group launched a new fruit juice drink in China under the brand name Hui Yuan. The fruity thirst-quencher with a fruit juice content of 20 per cent and with honey added has gone down well with the little ones – not only because of its delicious taste, but thanks to the famous Disney hero, Winnie the Pooh. The lovable bear is the biggest attraction on the combiblocSmall 200ml carton with drinking straw. Hui Yuan had two reasons for its decision to package the new fruit juice drink for children in the combiblocSmall 200ml format: first, the volume flexibility of the filling system, and secondly, the high print quality of the packaging.

Leading juice brand in China

Beijing Hui Yuan Beverage & Food is one of the leading juice manufacturers in China and, with Hui Yuan, it has taken over the leadership of the 100% juice segment. The company's partnership with SIG Combibloc has grown over the years. In 1995, the company put its first SIG Combibloc filling machine, a CFA 405, into operation. Won over by the quality of the filling system, Hui Yuan bought more filling machines. Today, the company packages a multitude of products in carton formats from SIG Combibloc – for example, 100% juice in combiblocSlimline 1,000ml, combiblocMaxi 2,000ml, combiblocSmall 200ml or combifitPremium 750ml, nectar in combiblocStandard 1,000ml format, and non-carbonated drinks in combiblocSmall 330ml and 200ml.



SHELFprofile

Client
Beijing Hui Yuan
Beverage & Food
Group Co. Ltd

Brand
Hui Yuan

Product
UHT still drinks

Markets
China

Launch
May 2006

Format
combiblocSmall
200ml with
drinking straw

Flavours
Orange, Peach,
Apple, Grape

A smash hit, thanks to switch from combiblocSmall 200ml to 300ml:

Volume flexibility paves the way for promotion success

SHELFsuccess

Bigger profits with bigger carton

'100ml Extra': it's a sales campaign that will hold a very special place in the company history of Ultra Jaya. With this sales promotion, the Indonesian company managed to increase sales of its Teh Kotak Jasmin ready-to-drink tea by an incredible 200 per cent. This is a success story that remains unparalleled, even outside Indonesia. The campaign was initiated as part of the Ultra Jaya company's 25th anniversary. The goal was to focus on the product's excellent value for money and reward long-time customers for their loyalty. This did not mean losing sight of the first priority – increasing sales and securing new market shares for the company. And this was precisely where the problem lay for Ultra Jaya: although Teh Kotak Jasmine Tea was a superb product, the company found itself left behind by the competition. The main reason for this? With 250ml cartons, the competition simply offered a bigger package.

With Teh Kotak Jasmine tea being sold in Indonesia mainly as a thirst-quenching treat, Ultra Jaya developed its 300ml strategy in cooperation with its long-time partner, SIG Combibloc Indonesia. This meant the consumers' requirement for larger cartons could finally be satisfied. But it was an idea that could not have been brought to fruition without the outstanding flexibility of the SIG Combibloc filling system.

No sooner said than done

In July 2004, Teh Kotak was offered in the larger combiblocSmall 300ml package as part of the '100ml Extra' promotion. Customers were delighted, because they were getting 50 per cent more jasmine tea for the same price. And they responded to the tremendous offer by snapping up the tea in their thousands. Six months after beginning the campaign, Ultra Jaya's filling plant, a CFA 712, had to run extra shifts and operate around the clock at maximum capacity, or the company would have been unable to meet the massive increase in demand.

The sales promotion and the larger 300ml carton have found very wide acceptance among the main target group, young adults. The carton was a smash hit, and the birthday festivities as a whole made a critical contribution to Ultra Jaya's success in capturing additional market shares. In the 2004/2005 financial year alone, these grew by more than 80 per cent.

Client
PT Ultrajaya
Milk Industry

Brand
Teh Kotak

Product
Ready-to-drink
jasmine tea

Markets
Indonesia

Launch
2002 combiblocSmall
200ml,
July 2004
combiblocSmall
300ml

Format
combiblocSmall
200ml and 300ml

Types
Jasmine



Industry responds to growing health awareness

Fat is not where it's at

Obesity is the most visible and most widespread consequence of an unbalanced diet and insufficient exercise. The proportion of obese children has more than doubled in the past 20 years, and currently affects ten per cent of all children aged between 5 and 17. And this is a global issue. In Beijing and Shanghai, for instance, every fifth child is obese, and in Thailand, the figure is twelve per cent of all primary schoolchildren. In the USA, almost 70 per cent of the entire population suffers from overweight, while in Great Britain it is one in ten children.

The causes are obvious: children are less active than ever, spending much of their time in front of the television or playing video games. This is exacerbated by the fact that even at school, there is generally little provision to counter this lack of exercise. The first repercussions of this unhealthy development are now being felt. Consumer opposition to manufacturers of unhealthy foods and drinks is growing, legal guidelines are being changed – leading, for example, to restrictions being placed on advertising, or 'healthier' stocking of drinks machines and shops with juices, smoothies and full-cream milk – and finally, manufacturers' product development strategies are being affected. For instance, with 'Thai Danish' the Dairy Farming Promotion Organization is offering a school milk enriched with fluoride, available in *combiblocSmall* 200ml with drinking straw.

Healthy and practical

Fat and sugar are not the only criteria for the physiological evaluation of foodstuffs. For instance, milk has more fat and calories than lemonade, but is an important source of calcium and vitamins A and C. The Deutsche Gesellschaft für Ernährung e.V. [German nutrition society], in fact, considers fruit juices to be just as healthy as fruit or vegetables, and says we should all have five portions a day of those.

Manufacturers have wasted no time in reacting, and now offer products that have a particularly high content of milk, protein and calcium, or are enriched with vitamins and minerals. Calypso-brand fruit juice is one of these healthy drinks. It consists of 100% juice, and crushed fruit. The juice contains no artificial colours or flavours and is free from additives and preservatives. Calypso delivers valuable vitamins, one portion of fruit per carton. The juice is protectively packaged in *combiblocSmall* 150ml with drinking straw.

Advertising offers plentiful opportunities to bring products to young customers – SMS marketing, product placement in computer games, various forms of internet advertising and, finally, the use of popular animated characters and celebrity images. As for reaching the parents, the product launches with the best prospect of success are those which espouse the product's health-promoting benefits, such as touting the product as being 'free from preservatives and artificial colours', or benefiting from 'controlled salt, sugar and fat content'.

For the packaging industry, this means two things. First of all, increasingly health-conscious parents are on the lookout for single-portion children's products enriched with nutrients, such as the flavoured milk from FRISIAN FLAG and YES. Numerous vitamins and additional ingredients make the milk a valuable source of nutrients, safely packaged in *combiblocMini* 125ml and 200ml with drinking straw. Secondly, the packaging itself must first conjure up a world of tantalising enjoyment, because children as a rule are not too enthusiastic about healthy foods. This may be achieved, for example, by printing cartoon characters and motifs from popular children's films on the cartons. The much-loved stars of Sesame Street have been used for this purpose for a long time. Sesame Street-brand fruit drinks in *combiblocMini* 125ml with drinking straw are a part of the 'healthiness' concept of the American version of the classic children's show.

Client

Dairy Farming Promotion Organization of Thailand

Brand

Thai Danish

Product

Fluoride-enriched school milk

Markets

Thailand

Launch

August 2005

Format

combiblocSmall 200ml with drinking straw



Fluoride in school milk prevents cavities and cares for healthy teeth.

Client

Calypso Soft Drink Limited

Brand

Calypso

Product

Smoothies for children

Markets

Great Britain

Launch

January 2006

Format

combiblocSmall 150ml with drinking straw

Flavours

Strawberry, Tropical



Healthy and delicious: 100% fruit juice and healthy fruit chunks with no additives whatsoever. The content of one carton equates to one portion of fruit or vegetables – and it is recommended that we eat five portions of these every day.

Client

PT Frisian Flag Indonesia

Brand

FRISIAN FLAG/YES

Product

Flavoured milk

Markets

Indonesia

Launch

December 2005 and April 2006 / March and April 2006

Format

combiblocMini 125ml with drinking straw, *combiblocMini* 200ml with drinking straw

Flavours

Strawberry, Chocolate



Milk with that certain something – YES with vitamins B1, B2, B6 and B12 plus protein, vitamins A and D, and calcium. FRISIAN FLAG with the Active Care formula: protein, calcium, vitamin B and choline.

Client

Johanna Foods

Brand

Sesame Street

Product

Fruit drinks

Markets

USA

Launch

2004

Format

combiblocMini 125ml with drinking straw

Flavours

Orange & Tangerine, Apple, White Grape, Mixed Berries



The American Sesame Street incorporates a lifestyle concept called 'Healthiness': children should be motivated to get sufficient exercise and to eat a balanced diet. The target group is children between 4-10 years of age. Since its introduction, the brand has recorded enormous growth, of 100 per cent annually. To date, about 100 million packages have been sold in the USA.

Bigger and more delicious: DubbelFriss in combiblocMagnum with combiSwift

Client
Riedel Drinks
(Friesland Foods
Western Europe)

Brand
DubbelFriss

Product
Fruit-based juice
drinks

Markets
Netherlands

Launch
March 2006

Format
combiblocMagnum
1,500 ml with
combiSwift

Flavours
New: Wild Berry,
Cool Citrus



Fruity and tangy: wine spritzers from Bavaria Waldfrucht in combifitPremium

Client
Bavaria Waldfrucht
GmbH

Bottler
Rottaler Fruchtsaft eG

Brand
Summer Fruit Wine,
Bavaria Waldfrucht

Product
Fruit wine spritzer
with 5.4% alcohol
content

Markets
Germany

Launch
July 2006

Format
combifitPremium
750 ml

Flavours
Cherry, Currant,
Forest Berry



New product launches for Fristi: flavoured milk in combiblocMini

Client
Dutch Lady Food &
Beverage Company

Brand
Fristi

Product
Flavoured milk

Markets
Vietnam

Launch
January 2006

Format
combiblocMini
200 ml

Flavours
Chocolate,
Strawberry,
sweetened milk



Maspex with new products in Bulgaria: Queens in combiblocStandard

Client
Maspex

Brand
Queens

Product
Juices, nectars

Markets
Bulgaria

Launch
Spring 2006

Format
combiblocStandard
1,000 ml with
combiTwist

Flavours
Orange, Peach,
Apple, Banana,
Apricot, Multivitamin,
Pineapple,
Sour Cherry,
Black Currant, Pink
Grapefruit,
Red Orange



Energy from Finland: Juissi Red Energy now in combiblocPremium

Client
Oy Marli Ab
(Eckes-Granini
GmbH & Co KG)

Brand
Marli Juissi
Red Energy

Product
Berry-based
energy drink

Markets
Finland, Baltic area

Launch
April 2006

Format
combiblocPremium
750 ml

Flavours
Raspberry



New products from Nidan: Caprise in combifitPremium and combifitSmall

Client
NIDAN

Brand
Caprise

Product
Juices, nectars

Markets
Russia

Launch
March 2006

Format
combiblocPremium
1,000 ml,
combifitSmall
250 ml

Flavours
Peach, Orange,
Cherry, Pineapple



Even fruitier yoghurt: Dutch Lady Yomost now in combiblocMini 200 ml

Client
Dutch Lady Food &
Beverage Company

Brand
Yomost

Product
Drinking yoghurt

Markets
Vietnam

Launch
February / March
2006

Format
combiblocMini
200 ml

Flavours
Orange, Strawberry,
Mixed Berries,
Mixed Fruit



Bravo range in new design: packaged in combiblocMaxi and combiblocMagnum

Client
Rauch

Brand
Bravo

Product
Nectars

Markets
Austria and Hungary

Launch
Spring 2006

Format
combiblocMaxi
2,000 ml and
combiblocMagnum
1,500 ml with
combiTwist

Flavours
Orange, Blood
Orange, ACE,
Multivitamin,
Peach, Pear



Awesome taste that lasts and lasts: Spa with new varieties in combiblocMagnum

Client
Spa Monopole

Brand
Spa & Tea

Product
Non-carbonated
flavoured
mineralwater

Markets
Netherlands

Launch
March 2006

Format
combiblocMagnum
1,500 ml with
combiTwist

Flavours
Lemon, Raspberry,
Lemon Rooibos
Light



Milk taste from Gostyn: now new in combiblocSlimline with combiSwift

Client
SM Gostyn

Brand
Gostyn

Product
UHT milk,
condensed milk

Markets
Poland

Launch
April 2006

Format
combiblocSlimline
500 ml and 1,000 ml
with combiSwift

Types
UHT milk,
condensed milk



The new taste of yoghurt and orange: Dutch Lady launches in combiblocMini

Client
Dutch Lady Food &
Beverage Company

Brand
Dutch Lady

Product
Drinking yoghurt

Markets
Vietnam

Launch
April 2006

Format
combiblocMini
125 ml

Flavours
Orange



New look at Actilife: full fruit in combifitPremium with combiCut

Client
Bischofszell
Nahrungsmittel AG

Brand
Actilife

Product
Non-carbonated
fruit drinks

Markets
Switzerland

Launch
April 2006

Format
combifitPremium
1,000 ml with
combiCut

Types
Vital, Breakfast,
Bun Di, Aloe Vera,
Omega 3



Imprint

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