

SHELF/live

Lowicz opts for combifitMidi with whey products:

Delicious and healthy enjoyment

SHELFprofile

Customer
OSM Lowicz

Brand
Lowickie

Products
ESL fresh milk with
2 % and 3.2 % fat

Market
Poland

Format
combifitMidi
1,000 ml with
combiTwist

Brand
Optilife

Products
Whey drinks

Market
Poland

Format
combifitMidi
1,000 ml with
combiTwist

Non-stop innovations

After Lowicz has already been filling ESL fresh milk with 2 % and 3.2 % fat in combifitMidi since April of this year, three whey drinks under the Optilife brand have also been filled in the innovative carton since August 2005.

Furthermore, the company is planning the introduction of new cream products in the same format. Within the framework of increased marketing procedures and the herewith connected assortment expansion, Lowicz has decided to use the attractive combifitMidi format, particularly for their value added products. The new whey drinks are available in the flavours coconut-pineapple, blood orange as well as orange and carrot. The dairy company placed great value on the choice of the carton design: All products received a modern design, which suits the innovative combifitMidi format well. In order for the brand Lowickie to exude more vitality and modernity, its distinguishing characteristic – a doll in front of a meadow background – has received a more dynamic and less dominant design. This in turn clearly makes the background look fresher and livelier. The new brand Optilife, however, differentiates itself from the well-known Lowickie design. The Optilife logo reflects vitality and modernity and is thus especially intended for the new value-added product range, which appeals to new and young target groups. The expansion of the Optilife product range has already been planned for the future.

Fit for the future

The dairy company Lowicz has a leading position in the Polish market. All the dairy products and especially the UHT milk and the UHT cream are well-known and popular with the customers. Presently the company fills several

dairy products on SIG Combibloc filling machines, namely in combiblocStandard, combiblocCompact, combiblocSmall, combiblocSlimline and combiblocMaxi formats. Presently the carton range is being expanded by the successful combifitMidi format.

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Lipton Ice Tea – now also available in combifitMagnum 1,500 ml:

Refreshment for the whole family

Customer
Unilever

Brand
Lipton

Product
Ice Tea

Market
The Netherlands

Format
combifitMagnum
1,500 ml
with combiTwist

Successful pioneer

Already in 1973 Unilever introduced Lipton Ice Tea in Germany. It was the first ice tea and the initiation of a sensational new product on the market of nonalcoholic beverages. Since that time the fruity-fresh ice tea has been a natural and effective thirst quencher appealing to all ages. Furthermore, it has a very strong brand image. Its consumers are young families and young adults between the ages of 18 and 28. Due to its incomparably vitalising taste, Lipton Ice Tea has been able to continually extend its great popularity as an effective thirst quencher within the last 30 years. Today, the product is the market leader in the ice tea segment and is available almost all over the world. Since

February 2005, Lipton Ice Tea has also been available in the 1.5 litre family carton combifitMagnum in the flavours mango, peach and lemon. The cartons have a clear and fresh design, which differentiates each of the three flavours by colour.

Popular all over the world

Unilever is one of the worldwide largest suppliers of branded articles in the following segments: Nutrition, personal hygiene, perfume, cosmetics, as well as laundry detergents and cleansers. The business, with its headquarters in Rotterdam and London and with a total of over 245,000 employees in 88 countries, is represented by independent subsidiaries and companies.

Millions of people in almost 90 countries on all continents know and value the numerous Unilever products.

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CAPSA relaunches UHT milk with Aloe Vera in combishape:

Royal product royally packaged

Customer
Corporación
Alimentaria
Peñasanta, S.A.
(CAPSA)

Brand
Central Lechera
Asturiana

Product
UHT milk with
Royal Jelly and
Aloe Vera

Market
Spain

Format
combishape
cs_R020 1,000 ml

Nature's best

In June 2005, CAPSA relaunches its NATURJalea milk in combishape. Up to now the product was filled in combiblocSlimline with combiLift. The formula has also been changed; NATURJalea now contains natural Aloe Vera. With this launch Central Lechera Asturiana continues its growth in the segment of value-added milk – innovative products which especially contribute to health benefits. NATURJalea with Aloe Vera aims at innovation with this, together with NATURLínea milk and NATURLínea Frutas del Sol already filled in combishape as well as NATURCalcio and NATURFibra in combiblocSlimline and combiblocPremium. The innovative NATURJalea with Aloe Vera consists of highest quality milk, 100 % natural Royal Jelly and Aloe Vera. The Royal

Jelly contained in the milk strengthens the body, while Aloe Vera helps the body to revitalise itself internally. Furthermore, other positive qualities are attributed to Royal Jelly: It stimulates body and soul, it increases mnemonic efficiency and the body's defences. Moreover it improves the blood circulation, regenerates the skin and prevents skin diseases. The Aloe Vera contained in UHT milk is a digestive aid, improves the immune system and reduces the risk of cardiovascular diseases. It neutralises free radicals and accelerates the production of cells.

Market leader with tradition

The Corporación Alimentaria Peñasanta, S.A. (CAPSA) is the leading dairy group of the Spanish milk industry. The company is number one

in the milk and cream segment. In regard to butter it is the second largest supplier and on the yoghurt-market the third largest. The most important brand of CAPSA is Central Lechera Asturiana.

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Exotic pleasure

SHELFprofile

Customer
V&S Finland Oy

Brand
Festivo

Product
South African red wine

Market
Finland

Format
combiblocPremium
1,000 ml
with *combiTwist*

Red wine for many occasions

V&S Finland Oy, leading company in the segment of Finnish wines and spirituous beverages, introduced a South African red wine in *combiblocPremium* 1,000 ml onto the market in May 2005. With the launch the Festivo brand has become a pioneer in this segment. The light, practical and environmentally friendly carton is extremely suitable for picnics, boat trips and many other occasions where you would like to enjoy a glass of wine with friends. The design of the *combiblocPremium* carton was realised by the Finnish fashion designer, Paola Suhonen. The contemporary, young

artist uniquely combines nostalgia, the present and modernity with her "Bird Design".

Continual rise

Within just a few years, V&S Finland Oy, part of the Swedish V&S Group, has evolved from a small North European company into one of the 10 largest wine and spirituous beverage companies in the world. The most well-known brand of V&S is ABSOLUT vodka. The brand has now been successful on the international market for around a decade. In the past V&S concentrated more on local markets. Nowadays, the company

generates only one sixth of its turnover on the Swedish market. V&S has subsidiaries in 12 countries and sells its products in about 125 markets. Approximately 2,200 employees realised a turnover of a total of 9.3 billion Swedish Kronas (ca. 1 billion Euros) in 2004.

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Design relaunch and expansion of the product range:

Cappy continues to bet on *combiblocPremium*

SHELFprofile

Customer
Coca-Cola Beverages Hrvatska d.d.

Brand
Cappy

Products
Nectars,
100 % juices

Market
Croatia

Format
combiblocPremium
1,000 ml with
combiTwist small

Leader with tradition

Already in the year 1997 Coca-Cola Beverages Hrvatska opted for the attractive *combiblocPremium* format 1,000 ml with the screw cap *combiTwist* small. In 2002 more products followed in the 500 ml volume. The company still puts its trust in this carton and kept it at the European standardised design relaunch of the Cappy logo. Parallel to the design relaunch, the product range was expanded and has three new flavours: Blood orange, pineapple and pear. The introduction of the new products on the market occurred in March and July 2005.

A variety of refreshments

The Croatian Coca-Cola Beverages Hrvatska produces, distributes and sells nonalcoholic beverages. The primary owner of the company is the Coca-Cola Hellenic Bottling Company S.A. in Greece. The company is able to look

back on more than 35-year-old history. It started in 1968 with the production of the first bottle in Zagreb. Since 1998 the Croatian company has belonged to Coca-Cola Beverages, which merged with the Coca-Cola Hellenic Bottling Company in the year 2000. This makes Coca-Cola Beverages Hrvatska a part of the second largest beverage manufacturer worldwide. Besides the most well-known and the most important brand Coca-Cola, the company also distributes the beverage brands Coca-Cola light, Fanta, Schweppes, Sprite, Cappy, Cappy Tempo, Nestea, Powerade as well as Burn and Bistra in Croatia.

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Bulgarian dairy brings cappuccino on the market for the first time:

The taste of summer

SHELFprofile

Customer

OMK
Obedinena Mlechna
Kompania AD

Brand

Fibella

Product

UHT milk
Cappuccino

Market

Bulgaria

Format

combiblocStandard
1,000 ml

Much new in the East

The new Fibella UHT milk "Cappuccino" is the first national cappuccino on the Bulgarian market. Up to now only instant cappuccino powder and foreign brands have been available there. The Bulgarian dairy OMK launched the product in combiblocStandard 1,000 ml in June of this year. Fibella is a healthy milk drink which is refreshing and appeals to all age groups in equal measure. Just like all UHT products Fibella can also be kept at room temperature for about 6 months. The product is suitable for making refreshing cold drinks, ice coffees, hot cappuccinos, milkshakes

with ice cream and as an ingredient for cocktails. The launch of the new Fibella Cappuccino continues the successful market initiation of a new range of milk mix drinks. In May 2005, the product range was extended by the flavours melon and caramel accompanied by an advertising campaign.

Long standing experience with dairy products

The Bulgarian dairy OMK has over 50 years of experience in the dairy business and has a market share of above 30 % in the UHT milk segment. The company distributes a wide range

of fresh and UHT milk products. OMK serves the Bulgarian market. Furthermore, it also exports its products to the USA, Canada, Australia and Russia. The brand Fibella represents the UHT dairy product range of the company.

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New EMIG products for the French market:

The new freshness of France

SHELFprofile

Customer

EMIG Production

Brand

Classic and
low-priced trade
brands

Products

Fruit juices and
nectar

Market

France

Formats

combiblocStandard
1,000 ml
combiblocMagnum
1,500 ml
with combiTop
and combiTwist
combiblocMaxi
2,000 ml
with combiTop

Successful collaboration

Since 1979, SIG Combibloc and Cedilac Le Quesnoy, today EMIG Production, have formed a successful partnership. At that time EMIG, as the first customer in France, introduced combiblocStandard 1,000 ml. It was followed in 1991 by the large format combiblocMaxi 2,000 ml and in 1999 by combiblocMagnum in the 1,500 ml carton. In 2003 the company bought a fifth filling machine of the type CFA 307 in order to also be able to fill the slender combiblocSlimline format 1,000 ml. Today, EMIG has a broad range of juices, nectars, diet nectars and still fruit drinks at its disposal. With more than 54 million cartons per year, the business belongs to one of SIG Combibloc's largest customers in France. The latest product launches were for Casino fruit juices in the flavours apple and orange in combiblocMagnum 1,500 ml with combiTop, as well as for other Casino fruit juices and a nectar in combiblocStandard 1,000 ml. For the hypermarkets Carrefour and Auchan

Pouce an orange juice in combiblocMagnum 1,500 ml with combiTwist and a multivitamin juice in the large size combiblocMaxi 2,000 ml with combiTop were introduced. All products have been available on the market since January and July of 2005.

Extensive assortment

EMIG is one of the leading companies on the German nonalcoholic beverage market. The company belongs to the British Gerber Foods Holding Ltd. based in Bridgwater/ UK. The entire EMIG Group is considered to be one of the largest European manufacturers of fruit-based drinks in Europe. The extensive assortment of fruit juices and refreshment beverages for around 30 countries is produced at two production sites in Germany and one in Poland. Private wells, modern filling technology and about 650 employees achieve a decisive contribution to the company's turnover. EMIG's strategic focal point is the European trade brand business. In January 2005 the company took over the production

from Cedilac in Le Quesnoy in France and is thus a key player on the French beverage market.

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Two formats – one filling machine

Customer

Wimm-Bill-Dann

Brands

Domik v derevne (Little House in the Village), Neo/Magitelle, Solnechnaja Melenka (Sunny Mill)

Products

10 % and 33 % cream, juice and milk beverages, milk mix drinks

Market

Russia

Formats

combiblocPremium 500 ml with combiTwist combifitPremium 500 ml and 1,000 ml with combiTwist

All with one machine

Wimm-Bill-Dann, the Russian market leader for dairy products, opts for the innovative format flexibility of SIG Combibloc and fills its product range in combiblocPremium as well as combifitPremium. This advantage is of crucial importance to the company, since it has to enhance itself continually in the embattled milk market and can obtain further growth especially with niche products. The most important aspects of the market philosophy of Wimm-Bill-Dann are purity and the taste of traditional dairy products from the countryside, which are to bring health and relaxation into urban life. With the filling machine CFA 209 three of the most popular Russian milk brands are filled, namely Domik v derevne, Neo/Magitelle and Solnechnaja Melenka. Domik v derevne is one of the largest and most well-known brands for milk and dairy products in Russia. Different products such as butter, curd cheese, fresh milk, cream and traditional sour milk products are produced under this brand name. The core target group of Domik v derevne are families with children; however, the products are equally suitable for all age groups. Until the beginning of 2005 the 10 percent cream of Domik v derevne was solely filled into Tetra Pak 200 ml. The product is now offered in the handy combiblocPremium format 500 ml with the combiTwist screw cap. The cream with 33 % fat is also available in this format.

Actively enjoying life

Innovative and attractive products are marketed under Neo/Magitelle, the new brand name of Wimm-Bill-Dann. Neo/Magitelle addresses young people and active middle-aged people, who apart from the use of food are also looking for enjoyment of the same. Since May six new different juice and milk beverages, peach-passionfruit, pear-mango, strawberry, multi-fruit, apricot-orange and apple have been available on the market. All these

products are filled into combifitPremium 1,000 ml. Since the beginning of summer the new milk mix drink of the Solnechnaja Melenka brand is available in this format. The milk-based product contains grain and natural flavours.

Large variety of best quality products

In Russia Wimm-Bill-Dann Foods OJSC is well known for its quality and variety. The products enjoy a high degree of brand awareness and customer loyalty. The company is market leader on the dairy market and one of the leaders in the juice market. Although Wimm-Bill-Dann was only founded in 1992, it has developed itself into a successful listed company with more than 18,000 employees. The company is constantly growing due to continuous acquisitions. In 2004 the turnover of Wimm-Bill-Dann amounted to approx. 1.2 billion US dollars. The company owns 27 production sites at 22 locations in Russia and the Commonwealth of Independent States. 26 distribution centres in 26 cities in Russia and CIS provide the base for smooth sales of

all the products. Besides that, the company supplies the Russian government, embassies, banks, airlines and schools as well. According to AC Nielsen Retail Audit in the 24 biggest cities for February – March 2005 in value terms, the market share of Wimm-Bill-Dann amounts to 34 % in the dairy segment; WBD's market share on the juice segment according to Business Analitika survey in the 18 biggest cities for January – February 2005 was 27 %. The company is committed to high quality and orientates itself to the standards of the World Health Organisation, the European Union and other well-known organisations. Having its own research laboratory ensures the development of new and innovative market-orientated products.

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Customer
Frispa GmbH

Brand
Frispa

Products
Direct juices,
tea, ice tea

Market
Germany

Launch
April 2005

Formats
combiFitMagnum
1,500 ml with
combiTwist
combiFitPremium
750 ml with
combiTwist

Flavours
combiFitMagnum:
Peach ice tea, green
tea, Rooibusch tea,
red tea; direct juices:
orange, multi-fruit,
pear, apple
combiFitPremium:
Orange, apple,
multi-fruit, grape,
red grape, pear,
Frispaccio
(vegetable cocktail)



In best shape: Frispa brings value-added products in *combiFit* onto the market

Customer
eterna
Nahrungsmittel
GmbH

Brand
Mamma Lucia

Products
Sauces

Markets
Germany and
the Netherlands

Relaunch
January 2005

Format
combiBlocCompact
375 ml

Flavours
Herbs, garlic,
mushroom



Typical Italian: Delicious sauces in *combiBlocCompact*

Customer
General Bottlers
CR s.r.o.

Brand
Toma

Products
100 % juice and
nectar

Market
Czech Republic

Launch
July 2005

Format
combiBlocStandard
1,100 ml with
combiTwist

Flavours
Orange, multi-fruit



More is better: PepsiCo promotion cartons with 10 % more content

Customer
Refresco North –
Krings Fruchtsaft
GmbH

Brand
Aqua fruitmix

Products
Fruit juice
beverages with
20–34 % fruit
content –
carbonated

Markets
Germany and
the Netherlands

Launch
February 2005

Format
combiBlocPremium
1,000 ml with
combiLift

Flavours
White grape &
lemon, apple & red
berries, apple &
peach light, apple
& forest fruits,
orange & lime,
apple & peach,
pineapple &
passionfruit light



Fruity-fresh: Krings launches Aqua fruitmix in *combiBlocPremium*

Customer
Zuegg S.p.A.
(filled by Lowicz
in Poland)

Brand
io-bevo

Products
Still fruit drinks
containing at least
30 % fruit juice

Market
Italy

Launch
June 2005

Format
combiBlocMaxi
2,000 ml
with combiTwist

Flavours
ACE, red orange,
orange, pineapple,
multi-vitamin



Simply gigantic: Zuegg fills new still fruit drinks in *combiBlocMaxi*

Customer
Rauch Hungaria
Kft.

Brand
Rauch Ice tea

Product
Ice tea

Market
Hungary

Launch
June 2005

Format
combiBlocMaxi
2,000 ml with
combiTwist

Flavours
Lemon, peach



Ice-cold enjoyment: Rauch starts with promotion cartons for ice tea

Imprint

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