

SHELF/live

Foremost expands product range in combiblocMini:

Refreshing indulgence with 'chill action'

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Customer

Friesland Foods
Foremost (Thailand)

Brand

Foremost Spark

Category

UHT milk drink

Market

Thailand

Launch

October 2008

Format

combiblocMini
180 ml
with straw

Varieties

Chocolate Hazelnut,
Coffee Espresso

Anyone for a little refreshment?

Friesland Foods Foremost is expanding its successful range of 'Foremost' UHT milk drinks with the addition of two more flavours. Under the brand name Foremost Spark, the Chocolate Hazelnut and Coffee Espresso varieties have been available in Thailand in the combiblocMini 180ml carton pack since October.

Icy mint flavour gives a new taste sensation

The products' new icy mint flavour creates a cooling, refreshing effect in the mouth and makes these new drinks an incomparable taste experience. Foremost Spark is high in vitamins B1, B2 and Niacin. These help the body to break down and process carbohydrates, providing consumers with the natural healthy energy needed for today's demanding lifestyle. With the benefits from B vitamins and refreshment from the icy mint flavour, Foremost Spark is the alternative booster that helps to refresh body and mind.

So far, this new product concept is unique in the dairy sector, and shows again that there are still plenty of possibilities for creating foods offering consumers added value. The market launch will be accompanied by a marketing campaign including TV commercials and displays at the point of sale.

Achieving success with innovative products

Friesland Foods Foremost is Thailand's leading dairy processing enterprise. The company, which specialises in the production and sale of long-life dairy products, has already been active in Thailand for more than 45 years. Foremost is one of Thailand's most popular brands.

The market launch of the new Foremost Spark products will be accompanied by a marketing campaign including displays at the point of sale.



Knorr's vivid new product concept:

Eat in Colour

Customer
Unilever Bestfoods

Brand
Knorr

Category
Soups

Market
Canada/France/
Spain

Launch
March/August/
September 2008

Format
combiblocCompact
500 ml

combiblocStandard
1,000 ml
(France only)

Sorten
Red Soup,
Green Soup,
Orange Soup,
Yellow Soup,
White Soup

Colours keep you healthy

With the new 'Eat in colour' ('Mangez en couleurs') product concept, Unilever Bestfoods has launched colourful soups from Knorr in Canada, France and Spain. The company is offering red, green, orange, yellow and white soups in the combiblocCompact 500 ml.

In France the soups are also available in combiblocStandard 1,000 ml.

Vividly coloured vegetables and fruits are packed with valuable nutrients such as vitamins, minerals and fibre, as well as antioxidants. Intense colours are a sign of freshness, quality, ripeness and flavour. With these new products from Knorr, Unilever offers the perfect alternative to help the health-conscious consumer create varied and nutritious meals – especially for all those who simply do not have the time to prepare suitably colourful, balanced meals using fresh ingredients. The ingredients for the individual recipes are selected and blended according to their colours.

For the Canadian market, there is a red soup made from tomatoes, red peppers and chilli; peas, zucchini, spinach and chives are the main ingredients in the green soup. The basis for the orange soup is carrots, curry and pumpkin. The yellow soup delivers the best of carrots and corn.

For the French market, there is a white soup that combines asparagus, cauliflower and nutmeg; an orange soup with carrots, pumpkin, curry and orange; a red soup made from tomatoes, red peppers, red onions and curry; and a green soup with spinach, peas and chives.

On the Spanish market, the following varieties are available: white soup with asparagus and cauliflower; orange soup with carrots and squash as well as green soup based on spinach, peas and courgette. The recipes for each country have been formulated to suit local consumer preferences. To get consumers' creative juices flowing when it comes to eating in colour, in Canada Unilever is bringing out the 'Eat in colour' cookbook to accompany the market launch of the new products. Upon purchasing two Knorr products, the customer receives a free copy of the book.

Powerful pigments

The more colourful the foods you eat, the more varied and thus the more nutritious your diet is. The reason for this is the phytochemicals contained in fruits and vegetables. These give fruits and vegetables their distinctive fragrance, flavour and colour and bring with them a whole array of other positive characteristics: according to studies, phytochemicals strengthen the immune system.

They protect the cells, regulate blood pressure, cholesterol and blood sugar, and have a preventive effect against cardiovascular disease and cancer. The pigments that give vegetables and fruits their colours are phytochemicals as well. Many natural pigments function as antioxidants and protect the somatic cells against aggressive free radicals.

For this reason, the colourful new soups from Knorr deliver a natural wealth of valuable nutrients such as vitamins, antioxidants and fibre. In addition, they contain Vitamins B6, C and E, which serve to boost the body's defences.

Knorr – a successful brand

Knorr products are among the most successful consumer goods worldwide. With annual sales of three billion Euros, Knorr is the leading brand of the Unilever group of companies. Known for its consumer-friendly ideas, Knorr enjoys a reputation in more than 100 countries as a provider of premium soups. With headquarters in Rotterdam and London, Unilever Bestfoods is represented in more than 100 countries. With 175,000 employees, the company recorded turnover of over 40 billion Euros in 2007.



Alifard counts on combifitPremium:

40 per cent increase in sales following relaunch

SHELFprofile

New package makes for growth in sales

Since December 2007 the juices and nectars produced by Iranian company Alifard have been on sale in combifitPremium 1,000ml with combiSwift. The products were previously being filled in carton packs manufactured by a competing firm. The relaunch in the attractive combifit format has since resulted in a 40 per cent increase in sales for the company.

In April 2008, Alifard expanded its successful range with the addition of two new varieties: 100 % natural orange juice with pulp, and carrot & orange nectar. The orange juice is also available in combifitPremium 500 ml.

Alifard goes for efficiency and flexibility

The technology from SIG Combibloc convinced Alifard in terms of speed and efficiency, as well as flexibility. The company also took advantage of the changeover from the competing carton pack to combifitPremium to launch a new-look design for all 1,000ml carton packs of its juices and nectars. The filling technology makes it easy to fill juices containing a high proportion of fruit flesh – after filling, the package is sealed above the fill level, and not through the product.

Alifard is one of Iran's leading providers of fruit juices and nectars in aseptic cartons. The company, with head office in Tehran, employs 400 staff (www.alifard.com; info@alifard.com).



Customer
Alifard
Brand
Sunich
Category
100 % juice, nectar
Market
Iran
Relaunch
since December 2007
Launch
April 2008
Format
combifitPremium 500 and 1,000ml with combiSwift
Varieties
Juices: grapefruit, tomato, white grape, red grape, orange plus calcium; new variety: natural orange with pulp.
Nectar: peach, banana, pineapple, multifruit, tropical, orange, sourcherry, blood orange
new variety: carrot orange

Dutch Lady Vietnam puts new product in combiblocMini:

It's all in the mix: green tea and UHT milk

SHELFprofile

Premiere in Vietnam

With the launch of its new UHT milk with green tea extract, Dutch Lady Vietnam is proving once again its long term commitment – innovation to satisfy consumers' needs. The new blend has been available in Vietnam in combiblocMini 180 ml since May 2008. The drink is the first UHT milk product with green tea extract to go on sale in Vietnam. The market launch is being promoted with advertisements and television commercials.

Healthiness in a carton pack

The new product is aimed at young adults who drink milk for their health but sometimes feel bored with the familiar taste. By adding green tea extract, Dutch Lady UHT green tea brings consumers not only the goodness of milk, but also the pure taste and beneficial properties of green tea.



Advertisement for the launch of the new UHT milk with green tea.

Green tea is rich in antioxidants and anti-inflammatory polyphenols, which are thought to slow down the ageing process and even have a preventive effect against cancer. Furthermore, green tea lowers elevated blood lipid levels and blood pressure, and strengthens the body's defences. Dutch Lady Vietnam, which belongs to the Royal Friesland Foods Group, is one of the leading dairy companies in Vietnam. With the launch of this new product, the company wants to set a further foothold for dairy product in the emerging young adult segment, realizing its philosophy of bringing the best and tasty nutrition to the whole family.



Customer
Dutch Lady Vietnam Food & Beverage Co., Ltd
Brand
Dutch Lady
Category
UHT flavoured milk
Market
Vietnam
Launch
May 2008
Format
combiblocMini 180ml with straw
Variety
UHT milk with green tea

Relaunch of popular milk drinks and ice teas:

Ravensberger products in new design

CustomerHumana
Milchunion eG**Brand**

Ravensberger

CategoryRTD Tea/
UHT milk/
UHT milk drink**Market**

Germany

Relaunch

May/July 2008

Formatcombibloc*Small*
200 and 250 ml**Varieties**Plain UHT-milk
Milk drinks: straw-
berry, chocolate,
vanilla, banana;
RTD Tea: iced tea
apple-lemon,
iced tea peach**Ice tea takes the stage once again**

Following the relaunch of the popular Ravensberger desserts in 2007, small carton sizes have taken on a dazzling new look of their own. The Apple-Lemon and Peach varieties of Ravensberger's ice tea have now been launched in combibloc*Small* 200 ml with a vibrant new design. The new look is fresher and brighter than the old one, and is intended to highlight the quality of the product on a visual level as well.

Milk drinks in sporty outfit

With its range of Ravensberger-brand milk drinks, Humana Milchunion is going for a sporty design, and is aiming primarily at children and young families.

The plain UHT milk as well as the banana, strawberry, vanilla and chocolate varieties have been available in Germany in combibloc*Small* 200 and 250 ml since July 2008. The aim of the relaunch was to communicate the exceptionally high quality of the products to young consumers in a friendly, easily accessible way, while at the same time putting across the themes of naturalness and dynamism. This is how the company came up with the idea of the 'Ravensberger Family' illustrations. On the packages, the family is shown doing sporty activities such as cycling, inline skating and playing tennis, basketball and football.

Making use of the display surfaces

The four printable display surfaces of the carton pack offer ample space for vivid graphics that appeal visually to children and teenagers, and win over their parents by giving information on the product's source and nutritional value. This makes carton packs perfect for conveying the ideas of naturalness and exceptional product quality.



Consorzio Casalasco del Pomodoro and Boschi Food & Beverage S.p.A.:

New diversity for Pomì and Pomìto

All change for Pomì

From September 2008, popular Pomì and Pomìto tomato products will be available worldwide with an elegant new look. Pomì is one of the world's leading brands of Italian tomato products filled in carton packs. Thanks to the partnership of the two companies Consorzio Casalasco del Pomodoro and Boschi Food & Beverage, these wellloved products can now be offered in aseptic carton packs in volumes from 300ml to 1,500ml.

For the first time, Pomì and Pomìto tomato products are now being filled in combibloc*Compact* with improved V-perforation. And extra formats and volumes have been added to the Pomì and Pomìto product range. A marketing campaign in the Italian speciality press is promoting the relaunch and the launch of the Pomì products, which are also exported worldwide.

The partnership of two top companies

The partnership of two of Italy's market leaders, Boschi Food & Beverages and Consorzio Casalasco del Pomodoro, has created one of the world's biggest filling capacity for tomato products in carton packs. In 2007 alone, SIG Combibloc supplied more than 90 million carton packs to these two companies which also process a variety

of tomato products and soups as a co-packer for international companies such as Unilever, Barilla and Nestlé. In July 2007, Boschi Food & Beverage S.p.A. was established after a spin-off operation of Boschi Luigi & Figli by Consorzio Casalasco del Pomodoro (80%) and Consorzio Interregionale Ortofrutticoli (20%). The new company purchased the brands Pomì, Pomìto and Pais from Parmalat.

CustomerBoschi Food &
Beverage and
Consorzio Casalasco
del Pomodoro**Brand**

Pomì and Pomìto

Category

Tomato products

MarketEurope, USA,
Russia, Middle East**Launch**

September 2008

Formatcombibloc*Compact*
300 and 500 ml
with optimized
V-Perforation
combibloc*Slimline*
500 and 1,000 ml
with combiTwist
combibloc*Standard*
1,000 ml
combibloc*Maxi*
1,500 ml**Varieties**

Passata, Polpa



Tchin Lait goes for convenience:

combiSwift conquers Africa

Customer
Tchin Lait**Brand**
Candia
(Le Lait, Viva,
Silhouette)**Market**
Algeria**Launch**
June 2008**Category**
UHT milk**Format**
combibloc*Slimline*
1,000 ml
with combiSwift**Varieties**
Semi-skimmed,
skimmed, full fat**Conveniently packaged**

As a Candia franchisee, Tchin Lait has been offering UHT full cream milk, skimmed and semi-skimmed UHT milk in combibloc*Slimline* 1,000 ml with the handy combiSwift screw cap in Algeria. The products have been available since June under the brand names Candia Le Lait, Silhouette and Viva. As the leader in Algeria's dairy sector, Tchin Lait is continually on the lookout for new technologies and innovations to improve the quality of its products – both the flavour and the packaging. Larger packs are in demand in Algeria, and the combination of the combibloc*Slimline* 1,000 ml carton pack with combiSwift promises even greater convenience for the consumer.

Handy closure convinces

It was the advantages of combiSwift that won over Tchin Lait: the closure is simple to open, and the opening allows smooth, even pouring. combiSwift is fitted with a three-stage tamper-evidence which lets the consumer know at a glance whether the carton pack still has its original seal. To reclose, the cap is simply screwed back on; the carton pack is then completely leak-proof and airtight.

A promising partnership

Algeria is one of the world's biggest importers of milk. The market deals with a volume of 2.5 billion litres a year, corresponding to annual per capita consumption of around 75 litres.

Tchin Lait produces and sells UHT milk products in Algeria under the Candia brand name. The two companies have been working together since 2001, and their co-operation has been going from strength to strength. In 2007 Tchin Lait, with 243 employees, achieved sales of more than USD 45 million.

The pleasure of teas from all over the world in combibloc*Small*:

Swire Coca-Cola counts on flexibility

Customer
Swire Coca-Cola
Beverage Ltd.**Brand**
Nestea,
Tea of the World**Category**
RTD Tea**Market**
Taiwan**Launch**
July 2008**Format**
combibloc*Small*
250 ml with straw**Varieties**
Nestea:
Honey Pear Tea,
Peach Tea

Tea of the World:
Barley Flavoured
Milk Tea, Ceylon
Black Tea, Milk Tea**Tea for every taste**

Since July, Swire Coca-Cola has been selling five popular varieties of its Nestea and 'Tea of the World' brands in Taiwan in combibloc*Small* 250 ml. Nestea Honey Pear and Nestea Peach, as well as 'Tea of the World' in Tea with Milk, Barley Flavoured Milk Tea and Ceylon Black Tea varieties, were previously only filled with another supplier. In Taiwan, Nestea is the leader in the fruit tea sector. The products of the new brand 'Tea of the World' are positioned as premium tea from all over the world. Nestea Tea with Milk and Honey Pear Tea are also available in combibloc*Small* 300 ml. Swire Coca-Cola is making use of the volume

flexibility of the SIG Combibloc system, and is now filling five flavours of both brands in combibloc*Small* 250 ml as well. Coca-Cola is promoting the relaunch of the relatively young 'Tea of the World' brand in particular with an extensive marketing campaign. The Ceylon Black Tea variety is already enjoying strong sales.

Successful partnership

Swire Coca-Cola Beverage Ltd., a joint venture between Swire Group and Coca-Cola, was launched in Taiwan in 1989, producing and marketing Coca-Cola products. The company now has two production facilities in Taiwan, along with six distribution centres and

11 sales offices, with a total of 900 employees. Major brands include Coke, Sprite, Fanta, Nestea, Tea of the World, Qoo, Aquarius and Minute Maid. Growing consumer awareness is prompting Coca-Cola to further expand its activities in the still beverage sector in the future. The company already has a 40 percent market share in the sparkling soft drink sector in Taiwan.



Clear the track for sporty product ideas:

Sport sells

The UEFA European Football Championship and the Summer Olympics: the 2008 super-sport year has the world of marketing strategists buzzing with excitement. With major international sporting events following hard on one another's heels, a large part of the world's population is gripped by sporting fever. As people become more aware of the importance of sports for health and physical appearance, many are being inspired to become more active themselves, and hand in hand with this goes a desire to eat healthily and with more thought for one's figure. The food industry is also joining the party, making the most of this marketing opportunity. With appropriate product positioning and sports-themed designs on cartons, it is grabbing consumers' attention and reaping the benefits of their sporting euphoria.

Well thought-out design

The beverages industry is a highly competitive market in which products need to be given the best possible positioning. According to the most recent studies, 70 per cent of product purchase decisions are made spontaneously in front of the supermarket shelf, and for 80 per cent of these products there is no advertising in the classic sense at all. Manufacturers need to bear in mind that the consumer makes his purchase decision at PoS in a maximum of two to four seconds. In this extremely short space of time, the product has to grab the consumer's attention and engage his interest in buying it.

This means that the function of a good package design must be to trigger the consumer's desire to purchase and simultaneously to bind the consumer to a brand, preferably long-term, with a high level of originality and recognition. It is here that carton packs, with their four printable display surfaces, score highly, particularly in terms of the possibilities they offer for product differentiation. As well as striking or emotive imagery, carton packs can also communicate specific product information that convinces a consumer to try out a product.

Since the beginning of the year, Cemil, one of Brazil's leading dairy products manufacturers, has been selling UHT milk in combibloc*Midi* 1,000ml designed in the club colours of high-flying Brazilian football clubs Atlético Mineiro and Cruzeiro. João Bosco Ferreira, CEO at Cemil says:

„In Brazil, football means passion, and this fervour infects the whole country. So we're picking up on a theme that really moves people – we're incorporating the vitality of the sport into our brand strategy. The two milk varieties in the sporty livery are officially licensed products of both clubs, and every fan has the feeling that by buying the carton packs he is supporting his club. In this way, we are creating a win-win situation for the clubs, and for Cemil's brand awareness. The marketing campaign is accompanied by poster promotions in the clubs' stadiums“.

On-pack promotions like this are becoming increasingly popular. They serve not only to increase sales or boost marketing in the short term, but to win over the consumer in the long term.

As one of the principal sponsors of the Olympic Games in Beijing, Yili has launched a UHT milk in combibloc*Small* 250ml carton packs in six designs, especially for the Games.

Thai Agri Foods announced before the Olympic Games that it would donate a certain amount to the Thai boxing sport association for every medal won by a boxing athlete. The campaign was promoted on the combibloc*Small* carton packs of the popular coconut milk brand 'AROY-D'.



Sporty designs for the Olympics

In addition to fostering international understanding, global sporting events are increasingly turning into commercial highlights. Sport sells – and with growing spectator numbers and jubilant celebrations, sponsors, events agencies and entire branches of industry are jumping on board. Chinese company Inner Mongolia Yili Industrial Group Co., Ltd is also joining the fray. China's leading dairy enterprise was one of the principal sponsors of the Olympic Games in Beijing, and as part of this commitment Yili launched UHT milk in combibloc*Small* 250ml in six designs especially for the Games.

The carton packs depict top Chinese athletes performing in their specific disciplines. Under the slogan 'China is proud of you', Yili is banking on the sporting passion of active and armchair sports fans. At the same time, Yili is supporting a new health campaign in China focusing primarily on healthy nutrition for children and teenagers, as well as on a clean environment. For every gold medal the Chinese Olympic team wins, Yili will support this campaign to the tune of USD 29,000.

Thai boxing sponsorship

Boxing is one of the most popular sports in Thailand. Thus Thai Agri Foods decided to award the success of the Thai Olympic Boxing Team. The company, who owns some of the most popular brands in the food industry in Thailand, announced before the Olympic Games in Beijing that it would donate 29,000 USD for every gold medal won by a boxing athlete, 14,500 USD for a silver medal and

8,695 USD for bronze. The campaign was also promoted on the combibloc*Small* carton packs of the popular coconut milk brand 'AROY-D'. The Thai boxing team did very well by winning one gold and one silver medal. The money was donated to the Amateur Boxing Association of Thailand.

Collect and win

Taiwan's Sunkey Group counts on direct interaction with consumers to boost sales. To mark the holding of the Olympic Games, the company is getting consumers involved in a competition covering a number of disciplines. Every product in the company's Nulife range is a potential prize-winner. On the company's homepage consumers can enter either the number from their sales receipt or the serial numbers printed on the carton pack. Once a day, a winner is selected from among the participants, and a weekly winner is chosen in a special extra draw. In addition to mobile phone straps featuring Olympic mascots, there are Wii consoles, Olympics games and Nulife products to be won. Another top prize is a trip to Beijing for everyone who sends in the prize vouchers packed as inserts in the trays with 24 Nulife carton packs. Alternatively, 24 side ears from empty carton packs can be sent in. Steven Cheng, Marketing Manager at Sunkey: „Collecting is a basic human instinct and this is the rationale behind our Olympics promotional campaign. Competitions that involve collecting items are perfect for major sporting events. Anyone who has experienced the thrill of collecting will become a repeat purchaser“.

Since the beginning of the year, Brazilian dairy products manufacturer Cemil has been selling UHT milk in combibloc*Midi* 1,000ml in the club colours of top Brazilian football clubs Atlético Mineiro and Cruzeiro.

Taiwan's Sunkey Group counts on interactive communication with consumers. In an Olympics-themed competition covering a number of disciplines, the company is giving away, among other prizes, mobile phone straps featuring Olympics mascots: The Friendly Five.



Football shirts on trend

Nordmilch AG is aiming at a young target group with its Milram-brand milk drinks, available in Germany in combiblocCompact 200 ml with a sporty football shirt design. Main distribution channels for the plain milk as well as for the chocolate, vanilla and strawberry varieties are schools and kiosks.

SMS for an active holiday

Italian food service specialist Conserve Italia has also run a number of successful sports-related on-pack promotions. The company ran a winter on-pack promotion with a competition on carton packs in its Valfrutta juice range. Each XL 1,500 ml carton pack was printed with a nine-digit code which consumers could send either by SMS or via the company's homepage to be automatically entered into a draw. All the information about the competition and prizes, with an appropriate visual representation, was incorporated into the design on the carton pack.

Seasonably wrapped

Mlékárna Hlinsko, the Czech Republic's leading manufacturer of UHT milk, has for many years been using creative seasonal on-pack promotions on carton packs of its Tatra-brand milk products. The company's main focus is not just on cultivating its own image and building customer loyalty,

but also on working with other companies that have been won over by the effectiveness of this form of packaging as an advertising vehicle. In a major winter promotion run with the Gasteinertal tourist region, the Ski amadé mountain region in Austria, and Sony, the four sides of the carton packs were used to tell buyers about a competition, and in tandem with this to advertise the special attractions of the Gasteinertal tourist region. Following this successful winter promotion, which ran until the end of January 2008, Mlékárna Hlinsko is currently working on a collaboration with the Austrian Olympic region of Seefeld, where the cross-country skiing and Nordic Combination disciplines were held in the 1964 and 1976 Winter Olympics. For the UEFA European Football Championships this year, the eyes of Czech sports fans turned once again towards Seefeld, as their national team was lodged there during the games. In the summer promotion, there are five activity holidays to Seefeld and 25 Kodak miniature cameras to be won.

These examples show that many well-known companies have discovered the advantages of carton packaging as a powerful and innovative advertising medium that, when compared with other forms of communication through TV, radio and consumer magazines, is extremely effective and can be done at a competitive price.

Nordmilch AG is aiming at a young target group with its Milram-brand milk drinks in sporty football shirt designs. The milk classics are on sale in Germany in combiblocCompact 200 ml in plain milk, chocolate, vanilla and strawberry varieties.

Mlékárna Hlinsko, the Czech Republic's leading manufacturer of UHT milk, has been using seasonal on-pack promotions on carton packs of its Tatra-brand milk products for several years.

On-pack promotion from Conserve Italia: each combifitMagnum 1,500 ml in the orange, pineapple, ACE, blood orange and vitamix varieties was marked with a numerical code which could be sent in via SMS or on the company's homepage to be entered into a draw.



AB Brasil presents new product in combiblocStandard:

Dessert specialities prepared in a flash

SHELFprofile

Customer
AB Brasil Indústria e Comércio de Alimentos LTDA

Brand
Fleischeggs

Category
Desserts

Market
Brazil

Launch
August 2008

Format
combiblocStandard
1,000ml with V-cut

Varieties
Quindim,
Fios de Ovos,
Pudim de Leite

Innovation and food safety in combiblocStandard

Aligned to AB Brasil's primarily focus on quality and food safety, the company continues to increase the egg-based product line in SIG Combibloc carton packs. Under the brand name 'Fleischeggs', AB Brasil is launching three new products in combiblocStandard 1,000ml in Brazil to the confectionery business. These egg-based mixes are used to prepare the Brazilian specialities Pudim de Leite (pudding made from milk), Quindim and Fios de Ovos. Quindim, made from egg yolk, sugar and grated coconut, is a very popular dessert in Brazil. Fios de Ovos are fine 'threads' of egg yolk and sugar, which are extremely complicated and time-consuming to prepare. They are used as a topping for treats such as cakes, puddings, and even Quindim.

Quick and easy – dessert mixes for bakeries and confectioners

Since 2006, AB Brasil has been relying on technology from SIG Combibloc for filling its liquid egg products. With its egg-based mixes, AB Brasil is primarily looking to target bakeries and confectioners, where products that are ready to use instantly and with minimal effort are highly valued. The new products make the preparation of these traditional desserts considerably more straight forward, cutting out several steps in the process such as beating the eggs and separating the egg yolks and whites. To make Quindim, all that is necessary is to add the grated coconut.

AB Brasil showcased the products for the first time at FIPAN 2008, Latin America's biggest trade fair for fine baking and confectionery. The launch

was accompanied by promotional activities at the trade fair, including lessons in preparing Quindim and Fios de Ovos using the new products, and tastings at the company's stand. Articles in the trade press, advertisements and radio commercials are also planned.

AB Brasil

AB Brasil is part of the Associated British Foods (ABF) group of companies, which entered the egg products sector with its acquisition of Sohovos in December 2005, Brazil's market leader for liquid egg and egg-based products. The company processes 40 million eggs per month.

Fios de Ovos: Popular topping for cakes, puddings and other treats.



Made from egg yolk, sugar and grated coconut, Quindim is a very popular dessert in Brazil.



SHELFticker

Premier in Greece: Hellenic Juices launches juices in combifitPremium

Customer
Hellenic Juices S.A.

Brand
Viva

Category
100% juice,
juice drinks

Market
Greece

Launch
June 2008

Format
combifitPremium
1,000ml
with combiSwift

Varieties
Orange, grapefruit,
cherry, banana,
apple, pineapple,
multi fruit



New product from Pasteur in combiblocMini:
I've&Apple – natural flavour of apple juice

Customer
Pasteur

Market
Korea

Co-packer
Hanmi

Launch
March 2008

Brand
I've&Apple

Format
combiblocMini
200 ml with straw

Category
Juice drink

Varieties
Apple



Sunprofits expands range in combiblocSmall:
New tea products for young target group

Customer
Sunprofits

Format
combiblocSmall
250 ml with straw

Brand
Nülife

Varieties
Pudding Milk Tea,
Rich Milk Tea

Category
RTD Tea

Market
Taiwan

Launch
May 2008



Eco-test – very good: Low-sodium water for infants
in combiblocStandard

Customer
Refresco Germany/
Klings Fruchtsaft
GmbH

Launch
May 2008

Brand
Babywell (Rewe)

Format
combiblocStandard
1,000 ml

Category
Water

Market
Germany



PULEVA now also in combiblocMaxi:
The perfect pack for foodservice and families

Customer
PULEVA

Format
combiblocMaxi
2,000 ml

Brand
Puleva

Varieties
For foodservice:
semi-skimmed with
vitamins A and D.
For families: full fat,
semi-skimmed and
skimmed

Category
UHT milk

Market
Spain

Launch
August/September
2008



Wolfra with attractive summer look:
Fruity little refreshers in combifitPremium

Customer
Dr. Siemer Getränke
GmbH

Launch
July 2008

Brand
Wolfra

Format
combifitPremium
1,000 ml

Category
Nectar

Varieties
Summer orange,
summer apple, summer
strawberry-rhubarb

Market
Germany



**Tomato Ortomio filled in combiblocSlimline
with combiTwist:** Convenience and quality

Customer
Boschi Food &
Beverage

Launch
September 2008

Brand
Ortomio

Format
combiblocSlimline
500 ml, 1,000 ml
with combiTwist

Category
Tomato Pureé

Market
Italy, Germany,
Eastern Europe



Imprint

SIG Combibloc
Rurstrasse 58
D-52441 Linnich
T + 49 2462 79 0
F + 49 2462 79 2519

Responsible:
Bianca Roskopf
bianca.rosskopf@sig.biz