



## Press Release

---

Winning performance by screw cap from SIG Combibloc

### **IGI launches combiSwift on the Egyptian market: the right idea for NCS D and dairy products**

**June 2007.** The International Company for Agro-Industrial Projects (Beyti) is moving in a new direction. The company, a subsidiary of the International Group for Investments (IGI), is changing over to aseptic carton packs from SIG Combibloc with the new screw cap combiSwift. The opening solution is now available in Egypt on Beyti-brand fruit nectars (in Mango, Guava, Cocktail, Apple, Pineapple and Orange varieties) and 'Dallah' UHT milk products, in combibloc*Slimline*.

Until now, Beyti has been manufacturing solely for the milk and dairy products sectors. These products were packaged exclusively in HDPE bottles. As one of the best-known companies in the Middle East, Beyti is now also turning its hand to fruit nectars. As from now, 'Beyti'-brand nectars will be offered in combibloc*Slimline* 1,000 ml and the handy single-serve combibloc*Mini* 250 ml carton pack with drinking straw. To ensure the product characteristics meet the most exacting quality standards, prior to the launch, market research trials were carried out to test a range of flavour variations, and selections were then made in accordance with consumer preferences.

#### **New technology**

Beyti is one of the region's most progressive companies, and is constantly on the lookout for new technologies and innovations to improve product quality – in terms of flavour and with respect to packaging. Even the company's name, Beyti, which translates literally as 'home-made', reflects the wholesome nature of its products. The change from HDPE bottles to carton packs for the "Dallah" milk and the "Spiky" flavoured milk is ideal to highlight the naturalness of the entire product-plus-packaging unit. Carton packaging is composed predominantly of pulp obtained from renewable

wood resources. Wood has a CO<sub>2</sub>-neutral effect on the environment, and, when it is processed, renewable wood does not give off any more carbon dioxide than it has already absorbed from the air while it was growing. So in comparison to other types of packaging which are manufactured from non-renewable and energy-intensive raw materials, carton packaging scores considerably higher as the more environmentally compatible packaging option.

With the installation of the filling machines CFA 310-32 (500 ml and 1.000 ml) and CFA 112-32 (125 to 250 ml), Beyti has opted for maximum efficiency and flexibility.

The decision to apply combiSwift reinforces the company's disposition of being a pioneer for providing innovative and practical solutions to consumers. combiSwift is a lightweight addition to the aseptic carton packs that caters to the demand for maximum convenience. The superior opening behaviour of combiSwift is based on a new technology. The three-part screw cap is applied over a pre-coated hole – a procedure that makes it possible for the cap to be opened easily and effortlessly. Before the unprocessed cardboard is coated with aluminium and polyethylene, holes of the exact size are punched in the carton at SIG Combibloc's packaging material plants. After the product has been filled into the carton at the manufacturer's premises, the combiSwift opening system is applied over the pre-coated hole.

### **Effortless opening**

combiSwift consists of a flange with integrated cutting ring, plus a screw cap. Upon initial opening, the ring integrated into the flange effortlessly and cleanly pierces the wafer-thin aluminium and polyethylene layers with a single twist. This ease of use ensures that combiSwift scores highly with consumers. Comprehensive handling tests and consumer surveys confirm the easy and convenient opening action, as the cardboard layer has already been removed and only the thin aluminium and polyethylene layers need to be cut through. The unobstructed, edgeless opening provides for even pouring.

combiSwift is fitted with a three-way tamper-evident guarantee, which indicates at a glance whether the package still has its original seal. To reclose, the cap is simply screwed back on, guaranteeing that the package remains leak-proof.

With an internal diameter of 18 mm, combiSwift is a handy, flat opening system for liquid dairy products, and for fruit juices and other non-carbonated beverages.

combiSwift can be applied using the tried and trusted closure applicators from SIG Combibloc. This means combiSwift is not just an attractive opening system solution for new customers – with a few simple, quick and inexpensive modifications, companies that already use opening systems from SIG Combibloc can also apply combiSwift using their existing machines, without compromising line performance.

But the family-size combibloc *Slimline* 1,000 ml package is not the only carton from SIG Combibloc that Beyti is now using to serve up its products. ‘Beyti’ UHT milk and ‘Spiky’ UHT flavoured milk (including strawberry, banana and chocolate) are also available in the combibloc *Mini* 250 ml single-serve format with drinking straw.

Beyti was established in 1998. The company, with registered office in Nubaria, Egypt, about 150 kilometres from Cairo, now employs around 600 staff.

*SIG Combibloc is one of the world's leading systems suppliers of carton packaging and filling machines for beverages and food. Employing approx. 3,890 people, the company recorded sales of EUR 1,210 million in 2006. SIG Combibloc is a division of SIG Holding AG, Switzerland. Since May 2007, SIG Holding AG is owned by the Rank Group, New Zealand. SIG Combibloc Obeikan is a joint venture between SIG Combibloc Germany and the Obeikan Group in Saudi Arabia. With production facilities in Riyadh, the joint venture offers technical assistance to customers anywhere in the Middle East and Africa through offices and engineers in the area.*

Your contact:

**Heike Thevis – Press Officer**  
**SIG Combibloc GmbH**  
Rurstrasse 58, D-52441 Linnich, Germany  
Tel: +49 2462 79 2608  
Fax: +49 2462 79 17 2608  
Email: [heike.thevis@sig.biz](mailto:heike.thevis@sig.biz)