



Press Information

South America: food products in carton packs are gaining in popularity

Sohovos launches liquid egg products in combibloc *Standard* from SIG Combibloc on the Brazilian market

May 2007. SIG Combibloc has won a new client in Brazil – egg products manufacturer Sohovos. The Brazilian company has started marketing its pasteurised liquid egg products in combibloc *Standard* 1,000 ml carton packs from SIG Combibloc. Liquid egg products from Sohovos are available in whole egg, yolk and egg white variants, under the brand name 'Fleischeggs'.

Niva Gomes, Marketing Manager of AB Brasil, part of the British group Associated British Foods (ABF) and Sohovos' parent company, says of the company's decision to use the packaging solution from SIG Combibloc: "We evaluated all the packaging providers on the market. SIG Combibloc has many years' experience in the foods packaging sector, and offers correspondingly well-established technological resources and a huge array of packaging solutions".

These criteria were the decisive factors in the choice of the combibloc *Standard* 1,000 ml to market the company's liquid egg products. Previously, Sohovos had been selling liquid egg products in 5-litre plastic bottles. The products are aimed primarily at bakeries and pastry shops with high sales volumes. "Purchasers will benefit not just in their cake and pastry manufacturing work", says Luciana Galvão, SIG Combibloc's Marketing Manager in Brazil. "The changeover to the handy carton package has important advantages. Being considerably lighter than plastic, the product is easier to handle. The smaller filling volume means the product can be used up in a single session, which prevents the likelihood of accidental contamination after initial opening of the package.

In addition, the easy recyclable carton pack primarily consists of the renewable resource wood and has clear advantages when it comes to climate protection“, says Galvão.

The liquid egg products will be filled on a SIG Combibloc CFA 507 filling machine. “The filling line works at a maximum capacity of 7,000 packages per hour“, explains Galvão. “SIG Combibloc looks back on many years of experience when it comes to filling liquid, viscous and chunky foods. We are taking advantage of this flexible filling technology in our choice of packaging liquid eggs, a very sensitive product“. The pasteurised liquid egg products will have a shelf life of 45 days at a storage temperature of 2 to 5° Celsius.

Plans and prospects

Initially, the prime markets for Sohovos’ new liquid egg products in carton packaging will be the south and south-east of Brazil, particularly São Paulo state. “But we expect to sell the products in the mid-west, north and north-east of Brazil as well“, says Niva Gomes, on Sohovos’ plans for the future. And the company is considering expanding its product range, with the new products also to be available at consumer outlets.

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, Neuhausen am Rheinfall.

Caption:

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Photo: SIG Combibloc

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