



Press Information

Siol Alimentos opts for the aseptic carton pack from SIG Combibloc

Ripe for the carton pack – market entry in South America now includes the food segment

June 2007. Ideal weather conditions, modern technology and a fruitful partnership – these are the vital ingredients to establish tomato products in aseptic carton packs on the Brazilian market. Siol Alimentos is the first Brazilian company to take advantage of the flexibility of SIG Combibloc filling machines for its food products.

Founded in 1973, Siol Alimentos has more than 34 years of experience in the production and marketing of edible oil, mayonnaise and cooking fat, and is now diversifying into tomato products. Siol Alimentos operates one of Brazil's most modern factories, which the company took over from Unilever last year. The plant is equipped with state-of-the-art filling technology and has capacity of more than 90,000 tonnes a year.

The factory is in Rio Verde, Goiás, a region famed for its perfect weather conditions and abundant water supply for tomato cultivation. "Within a radius of 50 kilometres, there are numerous potential tomato suppliers who can meet our demands", says Pedro Andrade, Marketing Director at Siol. Thanks to the factory's proximity to the growing area, freshly-harvested tomatoes can be processed within eight hours, guaranteeing exceptional quality products.

Against this background, Siol set itself the special task of selecting a premium packaging solution and a gentle filling process – one that retains the consistency of the products, their colour and their flavour, as well as the vitamins and nutrients – for the processing of its tomato products. The aseptic filling machine technology from SIG

Combibloc fitted the bill. Siol will be expanding its Saúde brand range, which previously belonged to Unilever and was bought by Siol in 2003. They will be offering the tomato products in combibloc*Compact*.

The company is responding to the results of a new survey conducted by Quorum Brasil in 2006, which confirmed demand for tomato sauces in aseptic carton packs. Until now, chunky sauces have been sold only in glass or cans in Brazil. Siol Alimentos is the first Brazilian company to fill tomato products using one of SIG Combibloc's filling machines for chunky foods. The two-phase technology makes it possible to fill products with different viscosities and chunk contents into the same carton pack. First, both substances are gently pre-processed separately upstream of the filling unit, in accordance with their individual product requirements. The two components are then filled into the carton pack with a dosage pump and mixed inside the carton pack to the finished product.

Food products with a chunky content of up to 50 per cent and chunks of up to 15 millimetres in size can be filled quickly and safely with the CFA 606 filling machine. Individual fibres can even be up to 40 millimetres long. "Filling chunky foods in aseptic carton packs is an exclusive technology that only the machines from SIG Combibloc offer", says Andrade.

Siol is using the benefits of the flexible filling technology to bring a wide array of tomato products onto the Brazilian market, from basic products such as tomato purée and concentrated tomato to a variety of sauces with chunky particulates.

Benefits for manufacturer and consumer

Siol Alimentos is profiting from SIG Combibloc's experience in the aseptic filling of foods, and from the high level of flexibility of the filling machines. The filling technology makes it possible to switch package format and package volume quickly and easily. This means that, for example, Siol's tomato sauce can be filled in combibloc*Compact* 200 ml and 350 ml, as well. Andrade says: "The volume flexibility enables us to offer every consumer the appropriate product size in every situation. The carton pack with 200 ml is the ideal portion size for preparing a meal for a single person".

The V-perforation provides for handy opening without scissors. "Consumers will love the convenient handling offered by the Saúde range", says Eduardo Nunes, Marketing Manager at Siol. Here too, Siol is responding to the results of the Quorum survey, which show that consumers recognise and value the advantages of carton

packaging. These advantages include the unbreakability of the carton packs, their ease of handling, convenient storage and environmentally-friendly disposal once empty.

A win-win situation for both partners

The flexibility of the machine technology from SIG Combibloc ensures excellent utilisation of machine capacities. The entire installation has been individually adapted to Siol's requirements, and can cope with the demands of future product innovations.

For SIG Combibloc, the collaboration with Siol is an important milestone in its market entry into the food sector in Brazil. "The market launch of Saúde-brand tomato products is significant for SIG Combibloc because it represents our first foray into the Brazilian food sector, with a product that is highly innovative in Brazil. The food market is a key area in which there is ongoing investment in new technologies and products", says Luciana Galvão, Marketing Manager of SIG Combibloc South America. The company is certain that the food segment will make a significant contribution to company growth over the next few years.

Caption 1:

Siol Alimentos is the first Brazilian company to take advantage of the flexibility of SIG Combibloc filling machines for its food products. This food specialist company will soon be presenting its tomato products on the Brazilian market in packaging solutions from SIG Combibloc.

Photo: SIG Combibloc

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.

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