

## Press Information

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Krings opts for combibloc *Magnum* with combiSwift

### **Still water on course for success with twist-of-the-wrist simplicity**

**May 2007.** Still water products are on course for success. Particularly in Europe, still water is becoming increasingly popular. In Germany, for example, its share in the water sector is already more than 30 per cent. Krings Fruchtsaft GmbH, one of Germany's leading beverages manufacturers, is responding to this trend. The company's 'Herrather Jungbrunnen' non-carbonated water range is now available on the German and Dutch markets in combibloc *Magnum* 1,500 ml with the screw cap combiSwift from SIG Combibloc.

In offering its product in this packaging, the company is following an international trend: the increasing use of convenient screw caps. combiSwift offers a wealth of advantages. In particular, the opening and pouring properties of the screw cap are enhanced by the opening system technology.

With a single twist of the cap, a ring integrated into a flange cuts through the extremely thin aluminium and polyethylene layer. Comprehensive handling tests and consumer surveys confirm the ease and convenience of the opening process, as the cardboard layer has already been removed and only the thin aluminium and polyethylene layers need to be pierced. The clean, rim-free cap opening ensures smooth, even pouring.

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.

Water from the 'Herrather Jungbrunnen' mineral spring is positioned as a healthy mineral water drink for the whole family. "For about 7,000 years, the Herrather Jungbrunnen subterranean mineral spring remained untouched, perfectly protected by thick layers of sand and gravel. It was first opened up in 1997. Since 1998, this mineral water has been filled directly from source, in all its pristine purity", says Bruno Schmid, Plant Manager of Krings Fruchtsaft GmbH.

A range of mineral water products from the Herrather Jungbrunnen spring especially for infants and toddlers is also available. These water varieties are extremely low in sodium and are thus ideal for use in preparing children's food and drinks.

"When it came to the bottling of our water in the 1,500 ml size, we made a very conscious decision to use carton packs", says Bruno Schmid. "Especially with a product like water, naturalness and healthiness are major selling points. The fully recyclable carton packaging from SIG Combibloc is perfect to enable us to make use of the packaging to reinforce this positioning". Carton packaging is 75 per cent cardboard, which is obtained from wood, a renewable raw material. The cardboard component can be recycled, and the other components, polyethylene (21 per cent) and aluminium (4 per cent), can also be reused. Even the closures can be easily recycled. For this reason, carton packaging is always non-deposit in Germany.

"Water in carton packs is convenient in every way", says Thomas Kögel, head of Quality Management at Krings Fruchtsaft GmbH. "The packaging is lightweight, unbreakable, and offers perfect product protection. The material properties of the carton packaging ensure that the product is not tainted by external flavours or odours. And thanks to the practical screw cap, the package can be safely reclosed, stored and transported."

### **Refresco has the knack**

Krings Fruchtsäfte GmbH belongs to Refresco Holding, a group with a total of seven companies in five countries. Premium fruit juices, nectars, fruit drinks, soft drinks and vegetable juices are filled at eleven production sites. With annual turnover in excess of EUR 600 million and more than 1,200 employees, the Refresco Group is one of Europe's largest fruit juice producers.

**Caption 1:**

Carton packs from SIG Combibloc are ideal for still water. This is why Krings Fruchtsaft GmbH, one of Germany's leading beverage manufacturers, is now offering its 'Herrather Jungbrunnen' still water range in combibloc *Magnum* 1,500 ml with the combiSwift screw cap.

**Photo: SIG Combibloc**

**Caption 2:**

Excellent: Herrather Jungbrunnen received very good results from German consumer magazine "Öko-Test".

**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, Neuhausen am Rheinfall.*

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