



## Press Information

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### Successful market development

## **SIG Combibloc opens branch office in Toronto, Canada**

**March 2007.** With a newly opened branch office in Toronto, Canada, SIG Combibloc is extending its presence in North America. For SIG Combibloc, the opening of a permanent office in Canada is a significant expansion of its business activities in a major growth opportunity market for the company's aseptic carton packaging business.

"Aseptic carton packaging is very popular in Canada, particularly in the non-carbonated soft drinks (NCSD) segment", says Tom Shaver, General Manager in charge of the new sales and service office in Canada. Shaver says that long-life products make up two thirds of the NCSD market in Canada – and, with a market share of about 50 per cent, aseptic cartons are the leading packaging choice. Moreover, aseptic carton packaging enjoys wide acceptance among Canadian consumers.

### **Key advantages**

Super-Pufft, one of Canada's leading juice contract packaging companies, is convinced by SIG Combibloc's service range and performance, that it recently installed new filling machines for single-serve carton packs. Yahya Abbas, President and CEO of Super-Pufft, says: "For us, as a co-packer, speed, efficiency and low wastage rates are critical success factors. In these respects, the aseptic system from SIG Combibloc offers exceptional features that support my business needs. With the modern filling lines for the combibloc *Mini* format, we can better cater to our customers' specific requirements. Particularly in the private label business, it is important to be able to respond at short notice to changing consumer demands. With SIG Combibloc's flexible filling machines, we are in a very advantageous position to accommodate multiple packaging demands from our customers".

SIG Combibloc is offering its full range of food and beverage packaging solutions in Canada. The aseptic carton package makes it possible for private labels and brand name products to have a distinctive impact at the point of sale. Canada's two biggest retail grocery chains, Loblaw's and Sobey's, are now utilizing SIG Combibloc aseptic cartons for their private label juices products.

### **Convincingly versatile**

In addition, there are many opportunities within the food segment in Canada for SIG Combibloc's aseptic carton packs. Tom Shaver says: "The demand for our packaging solutions for food products continues to grow. The aseptic filling of food in SIG Combibloc's carton packs has key advantages over other packaging alternatives, as our advanced system makes it possible to fill liquid and chunky foods in a way that is gentle on the product, and offers lasting protection".

For the food industry, this brings a wealth of opportunities that are already being developed by many of the world's leading food manufacturers. The aseptic technology offers a wide range of opportunities, bringing high quality ready-to-serve products to the Canadian consumers. Many leading national and international food manufacturer are recognizing this and utilize therefore the SIG Combibloc aseptic cardboard system for their food products.

Tom Shaver says: "In addition to our established customers, there are many new potential customers across all product segments, who want to take advantage of our aseptic carton packaging technology in order to grow or expand their business horizon. Our local branch office in Canada affords us the opportunity to better service our customers and to extend our range of support in a more direct and focused manner".

### **Perfectly supported**

For W. Walter Schäfers, Head of Global Market Operations at SIG Combibloc, the consolidation of the company's business activity in Canada represents a strong commitment of SIG Combibloc's global growth strategy: "Especially in the segment of aseptically-packaged food products, we are seeing significant development opportunities in Canada."

The market for soups, sauces, desserts and tomato products in this country is well above 450 million tons per year. At the moment, the proportion of products aseptically-packaged in carton packs is still comparatively small; however, the advantages of aseptic carton packaging, in terms of product quality and product protection, as well as convenience, speak for themselves, and consumer support for aseptic packaging continues to grow. In addition, the aseptic filling machine system from SIG Combibloc offers unbeatable flexibility in formats and volumes. For manufacturers, these are key

criteria when choosing a system that is expected to be very reliable, innovative and provide superior efficiencies.

The new sales and service office in Canada is therefore a logical expansion of SIG Combibloc's global endeavors that will deliver better service to existing and future customers, and is a sincere commitment to this important customer market.

Contact details for the new sales and service office in Canada:

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*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.*



Super-Pufft, one of Canada's leading juice contract packaging companies, opts for SIG Combibloc's packaging solution.

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