



Press Release

Drinkfit Strawberry, Peach and Forest Fruit in combifit*Small* with combiSmart

Immergut Yoghurt Drinks – liquid snacks for people on the go

April 2009. Immergut now launched its 'Immergut Drinkfit' yoghurt drinks in strawberry, peach and forest fruit flavours in the aseptic carton pack combifit*Small* with screw cap combiSmart on the German market. By using this packaging, Immergut is putting its velvety fruit drinks in the perfect package for getting out and about. Whether it is a short break at the office, or a quick stop during a journey: these modern snacks can be conveniently drunk straight from the carton pack. And after initial opening, too, they can be easily transported – the screw cap keeps the carton pack leak-proof and the products are securely protected.

Modern consumers are active and often 'in a hurry' from one appointment to the next. They eat and drink when they get the chance – whenever they can fit a quick bite into their daily routine. 'Snacking' is a booming business. Consequently, product ideas for 'on-the-go consumption' are amongst the main drivers in the beverage industry – and the aseptic carton pack combifit*Small* with screw cap combiSmart from SIG Combibloc is the ideal packaging solution for these products. With the screw cap, the carton pack can be securely re-closed after taking a sip.

combiSmart is a three-part closure consisting of a flange, integrated cutting ring and a screw cap. The slanted top of combifit*Small* and the raised flange make it easy and convenient to drink straight from the carton pack. The screw cap is fitted to the carton pack by an applicator after the aseptic filling process has taken place and the package has been sealed. There is no need for pre-perforation of the carton – the cutting ring in the flange slices through the coated cardboard cleanly and effortlessly with a single twist. The wide opening allows drip-free pouring and convenient drinking.

Harald Pohl, General Manager of Immergut GmbH & Co. KG: “We are also offering our popular ‘Naschkatze’ dessert sauces, in Vanilla, Mousse au Chocolat and Panna Cotta in the carton pack with recloseable screw cap. The wide opening allows drip-free pouring and easy dispensing of the sauces“. Growing environmental awareness among consumers is an additional reason for Immergut to send out a clear signal by opting for aseptic carton packs in its packaging range. Harald Pohl: “More than 70 per cent of the carton packs consist of pulp fibre obtained from wood, so they are based on a renewable raw material. Forests make a positive contribution to protecting the climate, because trees absorb CO₂ and release oxygen while they are growing. This has a beneficial effect on climate and means that by choosing carton packs, consumers help to conserve fossil fuels and to contribute to climate protection”.

Captions:

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Photo: SIG Combibloc

SIG Combibloc is one of the world's leading system suppliers of carton packaging and filling machines for beverages and food. In 2008 the company achieved a turnover of 1,249 million Euro with around 4,100 employees in 40 countries. SIG Combibloc is part of the New Zealand based Rank Group.

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