



Press Release

Egypt's market leader installs new filling machines for NCSD products

Juhayna: beverage cartons and filling technology from SIG Combibloc make the future bright for an up-and-coming market

September 2009. Juhayna, a leading manufacturer of juice and dairy products in Egypt, has opted for flexible filling technology from SIG Combibloc to most efficiently meet the future demands of the up-and-coming market in North Africa. Juhayna has built a new production plant at its manufacturing base in 6th October City, Egypt, where a total of five SIG Combibloc filling machines are now in operation. From now on, the company will be filling its 100 % juices, nectars and fruit drinks exclusively in carton packs from SIG Combibloc.

As well as the properties of the aseptic carton pack itself, which keeps products safe and soundly protected, the flexibility and performance of the filling machines were the key factors in Juhayna's decision to choose filling technology and carton packs from SIG Combibloc. In addition to the CFA 312 (combibloc*Slimline*), CFA 112 (combibloc*Mini*) and CFA 209 (combifit*Premium*) filling machines, the company now also has two innovative CFA 124 high-speed filling machines for the combibloc*Mini*, which can fill up to 24,000 carton packs per hour, in operation at its new production plant in 6th October City. With its SIG Combibloc filling machines, Juhayna currently fills a range of carton pack volumes from 125 to 1,000 ml.

Safwan Thabet, CEO of Juhayna Group: "One of the main priorities for our company is to give the market foods that offer consumers premium quality and new taste experiences. In addition to consumer orientation, now more than ever it is efficient production methods and machine systems that are the key criteria to be met if a food manufac-

turer is to develop a competitive advantage. In this respect, the modern high-speed filling machines from SIG Combibloc are an excellent solution. The machine capacity of 24,000 carton packs an hour means a clear reduction in costs. The state-of-the-art technological solutions of the filling equipment and the packaging solutions from SIG Combibloc will contribute to ensuring that we continue to lead the market in the long term”.

Just seven months after the contracts had been signed, the first filled carton packs rolled off the production line and Juhayna is highly satisfied with the implementation of the joint project. The support provided by SIG Combibloc in implementing the project has gone well beyond simply supplying and installing the filling machines and putting them into service, says the Egyptian firm. Juhayna is the only company in the region to have a fully automated palletising system, and here too, SIG Combibloc was a key partner in getting the system up and running.

Leading in the Middle East

Founded in 1983, Juhayna is now one of the leading food manufacturers in the Middle East, exporting its products to 48 countries. The company currently employs 3,000 people at six production sites and 20 sales offices. In Egypt, Juhayna is a leading supplier in the fruit juice and dairy sectors, and the leading manufacturer of non-carbonated soft drinks and dairy products in carton packs with market shares of 38 and 70 per cent respectively.

The company's fruit drinks and nectars are available under the brand names Juhayna and Bekheiro in Apple, Orange, Cocktail, Guava, Mango, Pineapple, Red Grape and Piña Colada flavours and are sold in combibloc *Slimline* 1,000 ml and combibloc *Mini* 200 ml with drinking straw. The 100% juices are available under the brand name Pure in Apple, Orange, Cocktail and Tomato flavours that come in combibloc *Mini* 200 ml and additionally in combifit *Premium* 1,000 ml.

Caption:

Juhayna, a leading manufacturer of juice and dairy products in Egypt, will now be filling its 100 % juices, nectars and fruit drinks exclusively in carton packs from SIG Combibloc. The company's fruit nectars and fruit drinks are available under the brand names Juhayna and Bekheiro and are sold in combibloc *Slimline* 1,000 ml and combibloc *Mini* 200 ml with drinking straw. The 100% juices are available under the brand name Pure in combibloc *Mini* 200 ml and in combifit *Premium* 1,000 ml.

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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