



## Press Release

---

Quality label for responsible forestry

### **Now on sale: SIG Combibloc launches Europe's first FSC-certified beverage cartons for fruit juice drinks and ice teas**

**October 2009.** SIG Combibloc has now launched the first FSC-certified beverage cartons for fruit juice drinks and ice teas in Europe. The fruit juice drinks and ice teas in beverage cartons marked with the label of the Forest Stewardship Council (FSC) are now on sale in all German branches of the Lidl chain. The FSC label is internationally acknowledged as one of the most recognised and most widely accepted verifications for the processing of wood fibres. The FSC label states that wood fibres used to manufacture a given product can be proven to originate from forests that are certified according to FSC guidelines, managed responsibly and to the highest standards or from other controlled sources.

The FSC label on the beverage cartons is a clear visual confirmation to consumers that all the wood fibres used to manufacture the packaging can be traced back to their source – along the entire value-added chain from the labelled carton pack right up to the forest of origin – in accordance with the FSC standards. By adding FSC-certified beverage cartons to its non-carbonated soft drinks (NCSD) range, Lidl's intention is to contribute to responsible forestry practices.

The Forest Stewardship Council (FSC) is an international, independent, non-profit organisation that is committed to promoting an internationally binding scheme for responsible and exemplary forest management. For this purpose, the FSC issues certificates for wood and wood products originating from socially and ecologically responsible forestry. The organisation has drawn up a checklist consisting of ten binding principles and

56 criteria for good forestry practice. Compliance with these principles and criteria by the certified companies is checked and reported back to the FSC on an ongoing basis by independent certification organisations.

The monitoring guidelines for FSC certification are globally binding and transparent, and have been produced with the involvement of all the social groups that have an interest in forests. Environmental concerns, social questions and economic needs are considered with equal weighting in open processes. The FSC logo is the only quality label that is accepted and supported by all international environmental protection organisations.

### **Europe-wide certification**

SIG Combibloc is the first manufacturer of aseptic carton packs that has had all of its production plants in Europe certified in accordance with the FSC criteria for a complete chain of custody (CoC) verification. This means that SIG Combibloc can now offer for sale throughout Europe aseptic carton packs that are permitted to carry the label 'FSC Mixed Sources'.

The 'FSC Mixed Sources' label confirms that the wood fibres processed to manufacture the packaging originate from FSC-certified forests and other controlled sources. This offers demonstrable proof that wood from illegal sources, depleted forests or sources that cannot be verified, is avoided. The FSC logo also confirms that appropriate quantities of the wood used to manufacture the carton were bought from FSC-certified forests managed to the highest standards.

### **Caption (FSC Lidl):**

SIG Combibloc has now launched the first FSC-certified beverage cartons for fruit juice drinks and ice teas in Europe. The fruit juice drinks and ice teas in beverage cartons marked with the label of the Forest Stewardship Council (FSC) are now on sale in all German branches of the Lidl chain.

**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.*

Your contact:

**Heike Thevis – Press Officer**  
**SIG Combibloc GmbH**  
Rurstraße 58, D-52441 Linnich, Germany  
Tel.: +49 2462 79 2608  
Fax: +49 2462 79 17 2608

E-Mail: [heike.thevis@sig.biz](mailto:heike.thevis@sig.biz)