



## Press Release

---

SIG Combibloc expands product range with a new package format

### **Premiere for combifit*Mini*: on-the-go with juices and smoothies from J. García Carrón**

**February 2008.** Global market research shows that beverages are increasingly being consumed out of smaller packaging sizes. SIG Combibloc, one of the world's leading systems suppliers of carton packaging and filling machines for beverages and food, is responding to this development by adding combifit*Mini* to its product range. J. García Carrón is the first food manufacturer to launch premium juices and smoothies in the handy combifit*Mini* aseptic carton packs in volumes of 200 and 250 ml. The first products are now available in Spain and Great Britain.

Globally, eating habits are changing. The number of people eating the traditional three meals a day is constantly dwindling. Eating habits are more and more dictated by the individual's daily routine. For many people 'snacking' has become a way of life. Meals are becoming more liquid – soups are making a comeback, and even a breakfast meal is now a breakfast drink rather than toast or a bun.

As consumers become more mobile, the food industry is keeping pace. New product concepts are bringing fresh impetus to the international food industry catering to consumers' expectations that food and drinks should be available at any time and able to be conveniently consumed anywhere. Appropriate packaging plays a significant role in this. A glance at the shelves in any supermarket shows what international market research studies also confirm: more and more foods in single-serve packages are hitting the market.

"We reckon that by 2010 worldwide more than 30 per cent of all aseptic carton packs will be small-size packages up to 330 ml. Compare this with the situation in 2002,

when single-serve carton packs made up a scant 20 per cent of the total”, says Luc Viardot, Product Manager for *combibloc* and *combifit* at SIG Combibloc. “*combifitMini* expands our *combifit* product range in the small carton sizes, meeting the demands of modern consumers and food manufacturers”.

### **Flexible and economical**

The results of a consumer survey show that consumers rate the appearance of *combifitMini* as eye-catching and modern. The shape also means the carton pack sits comfortably in the hand and with its small base, it is easy for children’s little hands to hold too. Consumers also like the increased diameter of the drinking straw, now five millimetres, as it makes more viscous products easier to drink.

For food manufacturers, consumer perception plays a crucial role in the choice of packaging solutions. “With the huge variety of new foods on offer, it is important for manufacturers to be able to make their products stand out from the competition on the shelf. The slender look and striking design of *combifitMini* make it a real head-turner in this respect”, says Viardot. “Furthermore, SIG Combibloc places great emphasis on flexibility which offers the food industry cost-effective packaging solutions and added value. For instance, *combifitMini* is filled on our CFA 112-32 aseptic filling machines – machines that have already been in use successful for *combiblocMini*. Our new *combifitMini* carton pack has the same base area, so both package formats can be filled on the same machine”.

Only the aseptic carton sleeve is different. For *combifitMini*, the packaging material is marked with extra creasing lines so it can be given the typical *combifit* shape. This is done in a forming station after the carton pack has passed through the filling machine and the product has been safely aseptically packaged.

The aseptic filling machines from SIG Combibloc also offer unbeatable flexibility when it comes to changing the volume and the sleeve design. Food manufacturer can now fill *combiblocMini* in the 125, 150, 200 und 250 ml volumes as well as *combifitMini* 150, 200 and 250 ml using the CFA 112-32. A format changeover can be done in just a few minutes, and the design can be changed without any interruption in the production process. “This flexibility helps food manufacturers give standard and premium products an appropriate look”, says Viardot.

### **Premium, right down the line**

J. García Carrión is enjoying the benefits of this flexibility. Spain’s market leader in the juice sector is now filling its premium brand ‘Don Simon’ 100% juices in combi-

fit*Mini*. Don Simon is already a strong seller in Spain in other carton packaging sizes. With combifit*Mini* 200 ml plus drinking straw, the Don Simon range now boasts a new small-sized carton pack targeted particularly at health-conscious consumers who want premium products, conveniently packaged. The Don Simon range from J. García Carrión promises premium quality: using the most up-to-date technology, sun-ripened fruits are gently processed within 24 hours of being harvested. Don Simon is available in Orange, Tangerine, and Peach & Grape.

### **Reliable partner**

J. García Carrión has developed smoothies for children and adults specifically for the British market, as well. And these are now available at Walmart in combifit*Mini* 200 and 250 ml. The smoothies for children come in Strawberry & Raspberry, Peach & Passionfruit and Tropical. The smoothies for adults are available in Orange & Mango & Banana & Passionfruit, Grape & Banana & Apple and Strawberry & Banana.

Don José García Carrión, CEO of J. García Carrión: “For us as Spain’s market leader in the juice sector, it’s vital that we recognise trends early and adapt our new product ideas accordingly. Innovations play an important part in this. Choosing combifit*Mini* gives us plenty of options when it comes to product positioning and presentation. From many years of working together, we know that in SIG Combibloc we have a reliable partner with dynamic responses to the demands of modern consumers”.

*SIG Combibloc is one of the world’s leading system suppliers of carton packaging and filling machines for beverages and food. In 2006 the company achieved a turnover of 1,210 million Euro with around 4,000 employees in 40 countries. SIG Combibloc is managed by SIG Holding AG in Switzerland, which is part of the New Zealand based Rank Group.*

### **Caption:**

Global market research shows that beverages are increasingly being consumed out of smaller packaging sizes. SIG Combibloc is responding to this development by adding combifit*Mini* to its product range. J. García Carrión is the first food manufacturer to offer premium juices and smoothies in the handy combifit*Mini* aseptic carton pack in Spain and Great Britain.

**Photo: SIG Combibloc**

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

Email: [heike.thevis@sig.biz](mailto:heike.thevis@sig.biz)