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13.09.2018



MEET CONSUMER DEMANDS WITH NEW, DIFFERENT, AND GOOD-TO-GO PACKAGE

## **COMBISMILE BY SIG: BE DIFFERENT. BE BETTER**

- A perfect fit for a mobile lifestyle, SIG's combismile is a new generation of on-the-go packaging for today's RTD beverages. The carton will make its first introduction in North America at the Natural Products Expo East in Baltimore. The first manufacturer to launch combismile in North America is Steuben Foods
- SIG created combismile to answer the growing consumer demand for high-quality, authentic, and convenient packaging solutions that are easy to use, enhance their experience, and reduce their impact on the environment.
- The unique shape of the carton and "smile" feature are formed directly within the filling machine. Each combismile filling machine has a maximum output of 24,000 packs an hour

and comes with benefits such as high-speed performance and volume flexibility, added by spout and straw applicators. Together, this represents SIG's most complete line solution.

SIG has developed a new generation of packaging called combismile for today's ready-to-drink (RTD) beverages— an innovative on-the-go solution to help producers meet growing consumer demands for mobile, healthy, and individual beverage experiences. combismile will make its first introduction in North America at the Natural Products Expo East in Baltimore.

Developed to be different, to be better, combismile is created to increase the drinking comfort and convenience of consumers with its curved, modern shape and easy-grip corners. A perfect fit for a mobile lifestyle, combismile is designed to be "GOOD-TO-GO" while also protecting the RTD beverage's health and nutritional value. The combismile carton is available in "SMALL" and "BIG" footprints and equipped with convenient opening options: straws or reclosable single-action screwcap.

Made from renewable materials, combismile cartons are certified by the Forest Stewardship Council™ (FSC™). This verifies that the processed wood fibers used to produce the raw paper board come from responsibly managed, FSC-certified and other controlled sources. In addition, combismile cartons are 100% recyclable (in the USA).

#### **Increasing consumer demands**

SIG created combismile to answer the growing consumer demand for high-quality, authentic, and convenient packaging solutions that are easy to use, enhance their experience, and reduce their impact on the environment. With these new consumer needs, food and beverage producers are being challenged to create more innovative, sustainable, and differentiated products.

*Eduardo Gatica, President & CEO of SIG North America, expressed, "Today's consumers demand more from the beverages they buy. They seek out added-value and functional beverages in convenient formats designed to go along for the ride and not slow them down. With combismile, producers can 'check all the boxes' and deliver an on-the-go solution that will give their added-value product a premium feel and experience. combismile is the perfect solution for on-the-go health and wellness and high-quality beverage products."*

#### **Partnership with Steuben Foods**

As part of its Value Proposition, SIG aims to drive Product Innovation and Differentiation by forging strong and mutually beneficial partnerships with manufacturers to meet the changing needs of an increasingly on-the-go lifestyle. SIG worked closely with Steuben Foods, America's leading aseptic food & beverage manufacturer, to prepare for the launch and introduction of combismile in North America. Steuben Foods' success is in their commitment to deliver superior value to partners and consumers alike. The company is dedicated to bringing the best solutions for food and beverages to their customer in order to sustainably achieve opportunities.

*"Jeffrey Sokal, Senior Vice President at Steuben Foods, "We are excited to partner with SIG once again and bring combismile capabilities to Steuben Foods. As a manufacturing partner, we pride ourselves in supporting our customers and*

*giving them the ability to get new products to market quickly and efficiently for today's rapidly-changing market and consumer demands. The versatile and convenient combismile packaging solution enables us to offer customers new and easy ways to adapt and expand new products."*

### **Be Different. Be Better.**

The unique combismile shape and smile is formed directly within the filling machine. Each combismile filling machine has a maximum output of 24,000 packs an hour, and comes with benefits such as high-speed performance and volume flexibility, added by spout and straw applicators. Together, this represents SIG's most complete line solution.

combismile BIG is available in a total of five volumes (8.5oz, 10oz, 11oz, 12oz), all of which can be filled on the same high-speed filling machine. The slimmer footprint, combismile SMALL, is available in four volumes (6oz, 6.75oz, 7.5oz, 8.5oz) and can also be filled on the same filling machine.

combismile will create new and better possibilities for differentiation, convenience, premiumization, and flexibility. This means Steuben Foods can offer more on-the-go solutions and open new market possibilities, create new product concepts, and meet new consumer demands – to be different, to be better now and in the future

### **About Steuben Foods**

Steuben Foods is a world leading manufacturer of aseptic low-acid food and beverages products. Steuben Foods was founded in 1983 with a total focus on aseptic low-acid and extended shelf life beverages and foods. Steuben Foods is part of an 85-year-old group of privately held food and beverage companies with its production facility located in Elma, New York.

### **About SIG**

SIG (FSC™ trademark license code: FSC™ C020428) is a leading systems and solutions provider for aseptic packaging. We work in partnership with our customers to bring food products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers.

Founded 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our 5,000-plus employees worldwide enable us to respond quickly and effectively to the needs of our customers in more than 60 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit [www.sig.biz](http://www.sig.biz).  
<http://www.combismile.com/>

**Disclaimer: combismile is currently not available in Germany, France, Great Britain, Italy and Japan.**

**PICTURE CAPTION:**

SIG created combismile to answer the growing consumer demand for high-quality, authentic, and convenient packaging solutions that are easy to use, enhance their experience, and reduce their impact on the environment.

Photo: SIG

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