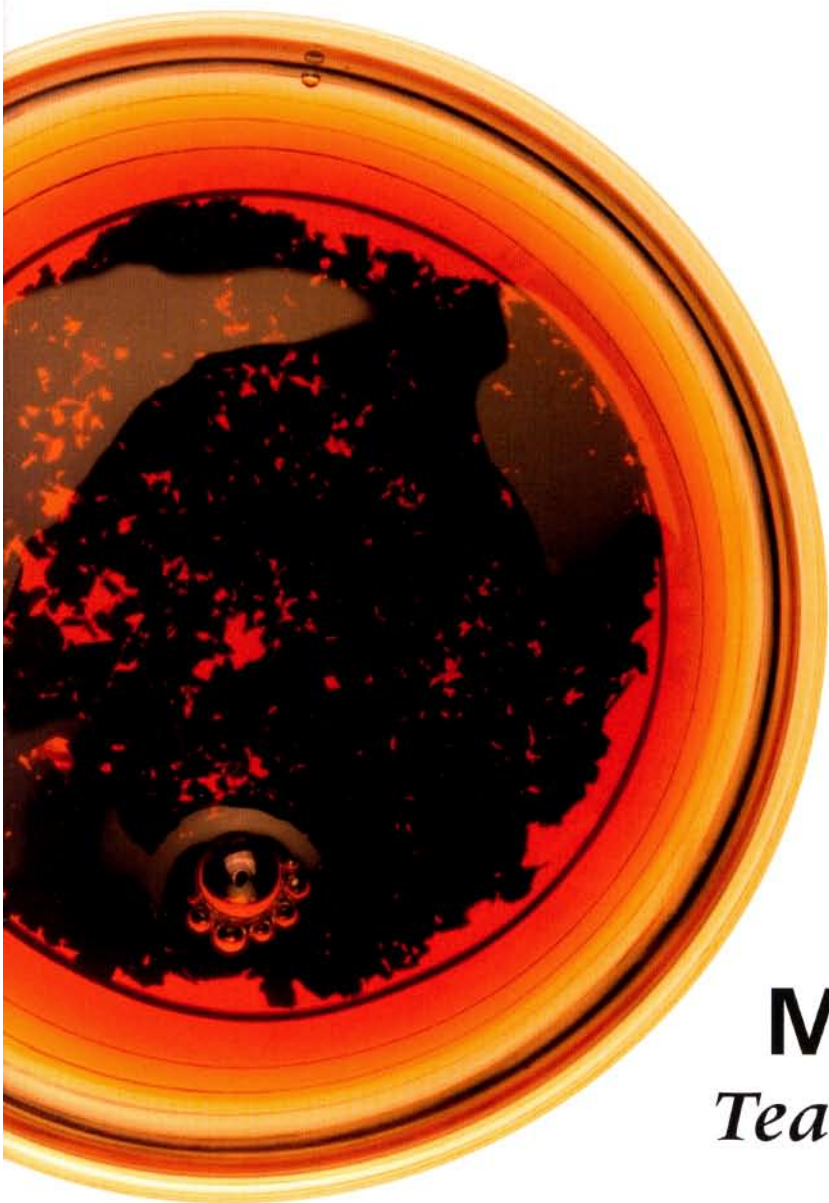


Edition 02/08

sig.biz/combibloc



Modern tea time
Tea culture rediscovered



Dear Readers,

Globally consumers are becoming more savvy about health and environmental issues. As a result, lifestyles and eating habits are changing, and we as packaging experts and you as food and drinks manufacturers are responding flexibly to these developments. In this issue, we would like to introduce you in more detail to a few new product ideas. Ready-to-serve 'black foods', ready-to-drink teas and the innovative Milkplus concept – which now makes it possible to manufacture UHT milk drinks containing cereal grains – the list of new products our customers are offering to cater to consumers' growing health awareness is lengthy. Aseptic carton packaging from SIG Combibloc offers optimal product protection, guaranteeing the high quality of the wholesome contents.

With the launch of combifitMini, our combifit range is complete. And we are right in tune with the global trend for small, handy package sizes, meaning the elegant combifitMini carton is perfect for consumption on the go.

And like all carton packs from SIG Combibloc, combifit does its bit towards saving the environment: recycling is part of the SIG Combibloc sustainability strategy. This includes actively promoting and supporting national collection systems and recycling facilities for empty beverage cartons.



Using Thailand as an example, we show you how we are not only promoting public awareness of the environmental issues, but actually taking specific steps to turn ideas into reality.

We wish you a happy and stimulating read.

A handwritten signature in black ink, appearing to read 'M. Herrenbrück', written in a cursive style.

Martin Herrenbrück,
Head of Global Marketing
& Business Development

Imprint

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Contents	Page
Editorial & Imprint	2/3
News	
Premiere for combifitMini	4
Globally beverages are increasingly being consumed out of smaller package sizes. SIG Combibloc is responding to this trend by launching combifitMini.	
Plus factor for success	6
Milkplus: Filling technology from SIG Combibloc makes it possible. After the successful launch of UHT milk products containing pieces of real fruit, milk drinks containing cereal grains are now taking China by storm.	
Title	
Modern tea time – tea culture rediscovered	10
Tea is a thirst-quencher and stimulant in one. Alongside freshly brewed tea, pre-prepared variants, the ready-to-drink (RTD) teas, have also become increasingly sought-after.	
Know How	
Black is beautiful: food manufacturers and consumers are discovering 'black foods'	18
Consumers and food manufacturers are turning their attention to the healthy qualities of black natural foods. The range of ready-to-drink and ready-to-serve 'black food' products available in aseptic carton packs is growing steadily.	
Profile	
Flexibility brings new sales opportunities	24
For around 25 years Island Oasis has been known for its premium-quality concentrates for frozen drinks and cocktails. The company is further expanding its portfolio with a move into aseptic production.	
Facts & Trends	
Fresh to the last drop: Mmmuh – simply delicious	26
With the launch of milk for cats in combifitSmall with the handy combiSmart screw cap, MUH is showing once again that it is a pioneer when it comes to attractive convenience packaging.	
Environment	
Beverage carton recycling in Thailand	28
In Thailand growing environmental awareness has resulted in moves towards setting up a nation-wide waste management system. The recycling of beverage cartons is an important part of this process.	

Premiere for combifitMini

Beverages are increasingly being consumed out of smaller package sizes. SIG Combibloc is responding to this trend by adding combifitMini to its product range. J. García Carrión is the first manufacturer to launch premium juices and smoothies in combifitMini.

2002: 9.0 billion litres

2004: 10.6 billion litres

2006: 14.0 billion litres

2008: 16.8 billion litres

2010: 19.6 billion litres

Development of the total single-serve market for carton packs (<330ml) in the liquid dairy and non-carbonated soft drinks market.





In Great Britain smoothies for children come in Strawberry & Raspberry, Peach & Passionfruit and Tropical varieties. Smoothies for adults are available in Orange & Mango & Banana & Passionfruit, Grape & Banana & Apple, and Strawberry & Banana.



Don Simon 100% juices are available in Spain in Orange, Pineapple & Grape, Tangerine, and Peach & Grape.

Globally eating habits are changing. Mealtimes are more and more dictated by the individual's own daily routine. For many 'snacking' has become a way of life. 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 able to be conveniently consumed any time, 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: the demand for single-serve carton packs is growing steadily. In 2002 the Liquid Dairy and Non-Carbonated Soft Drinks market saw 8.67 billion litres of drinks filled in small carton packs of up to 330ml. Last year this had virtually doubled to 15 billion litres. This corresponds to an annual growth rate of 11.6 per cent. In comparison, growth in sales of other package sizes is stagnating or actually declining.

"We reckon that globally, by 2010 more than 30 per cent of all aseptic carton packs will be in the small carton sizes up to 330ml. Compare this with the situation in 2002, when single-serve cartons 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-size packages, meeting the demands of modern consumers and food manufacturers alike".

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 is easy for children's little hands to hold, too. Consumers like the increased diameter of the drinking straw – now five millimetres – as it makes more viscous products easier to drink.

combifitMini is filled on the CFA 112 aseptic filling machines which have already been in use for *combiblocMini*. So manufacturers can now fill *combiblocMini* in the 125, 150, 200 und 250ml volumes as well as *combifitMini* 150, 200 and 250ml using the same machine. A format or volume change-over can be done in just a few minutes, and the design can be changed without interrupting the production process. This flexibility helps food manufacturers give standard and premium products an appropriate look.

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 *combifitMini* 200ml plus drinking straw. García Carrión is targeting health-conscious consumers who want premium products, conveniently packaged. The company's Don Simon range promises premium quality: using the most up-to-date technology, sun-ripened fruits are gently processed within 24 hours of being harvested.

Specifically for the British market, J. García Carrión has developed smoothies for children and adults which have been available at Asda (which is part of Walmart) since January 2008 in *combifitMini* 200 and 250ml.

Reliable partner

Mr 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 *combifitMini* gives us plenty of freedom 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".

Plus Factor for Success

In 2007 a UHT milk drink containing pieces of real fruit took the Chinese market by storm. The nation did not have long to wait for the follow-up to this fruitful product concept: in 2008 two of China's leading dairy companies are launching new UHT milk drinks containing cereals.

Inner Mongolia Mengniu Dairy

A success story: UHT milk products containing real fruit pieces

In November 2006 Inner Mongolia Mengniu Dairy presented a world first with a UHT drink containing pieces of real fruit. Together with SIG Combibloc, the Chinese company managed to fill this unique product in an aseptic carton pack. Using combiblocMini 250ml, it offers products in Strawberry, Peach, Coconut and Aloe Vera varieties. The wholesome milk-and-fruit packs are now available in virtually all of China's major cities.

Mengniu on course for success

Following the successful launch of UHT milk containing pieces of real fruit, Mengniu has broadened this concept to UHT milk containing cereal grains. The Miao Dian-brand premium product with oat particulates is filled in combiblocMini 250ml catering to the Chinese consumers' growing awareness of health and nutritional issues. The product as well as the elegant black design of the carton pack catches consumers' attention. The product is aimed mainly at young adults and office workers for whom this nutritious drink is presented as a quick snack.

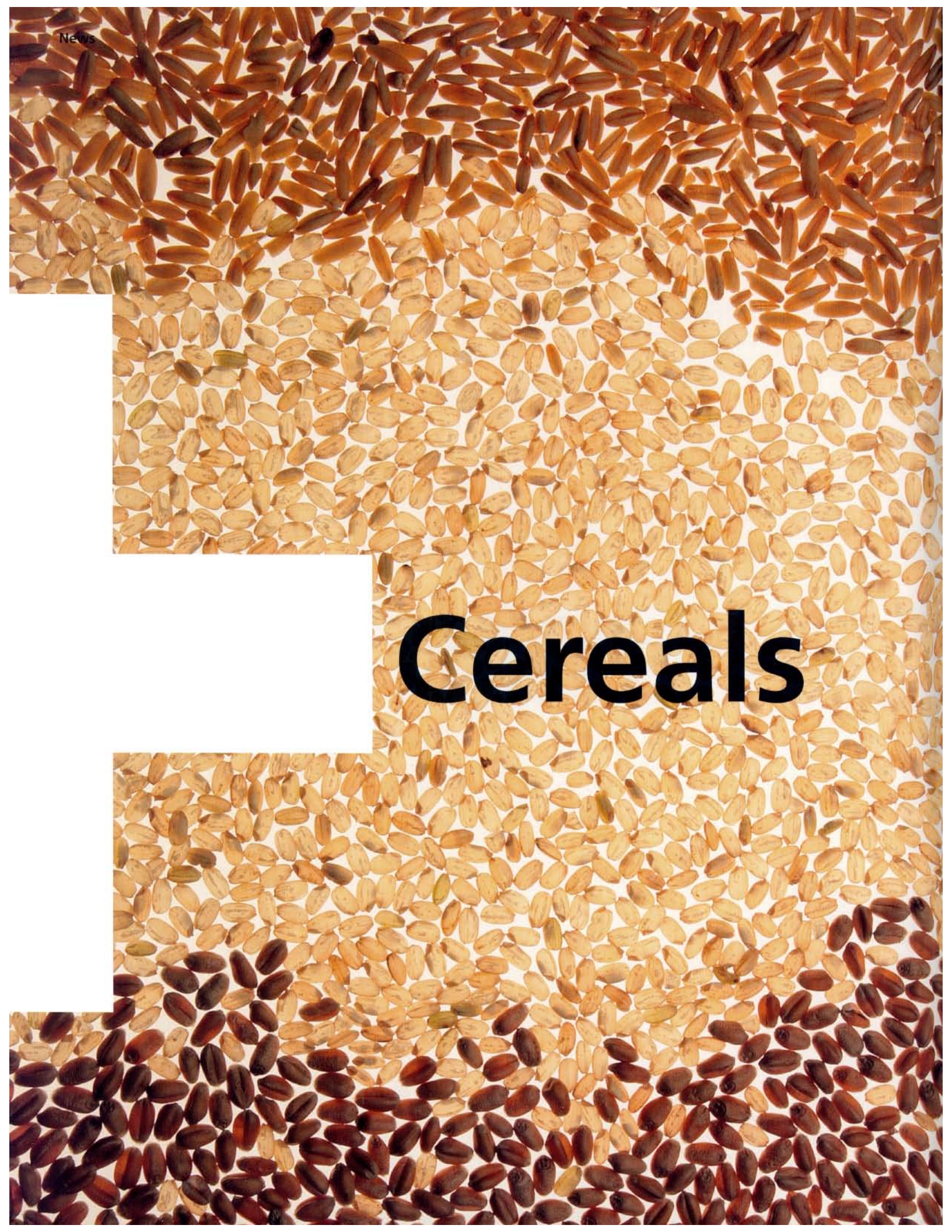
Inner Mongolia Mengniu Dairy Industry (Group) Co., Ltd was founded in 1999. It is now one of China's largest dairy manufacturers generating a business turnover of around RMB 21.32 billion (USD 2.78 billion) in 2007. Mengniu owns more than 20 production facilities in 15 provinces throughout China and has a portfolio of more than 100 products. Mengniu continues its strategy of invigorating the Chinese market with an expanding range of dairy ideas.



The elegant black design of the package catches consumers' attention: Mengniu offers its new UHT milk with oat grains in combiblocMini 250ml.

Milk

Cereals



Inner Mongolia Yili Industrial Group

Yili: Glittering debut for meal-replacement milk drink containing cereal grains

Nowadays consumers are becoming more mobile and they want meals that can be easily integrated into their individual daily schedules. To meet the demand for consumer-oriented innovations of the highest quality, Inner Mongolia Yili Industrial Group Co., Ltd has launched two meal-replacement milk drinks. The milk drinks contain grains of brown rice in two available flavours, Thai rice and Euro wheat grains, filled in combiblocMini 250ml aseptic carton pack. Both new milk drinks contain 10 per cent grains, offering consumers a balanced nutrition from milk protein, vegetal protein and grain fibres.

Yili believes that a special product deserves a special look. The combiblocMini carton pack really shines for the new product, in the truest sense of the word, thanks to its metallic-effect look. The unusual design really jumps out at the consumers. The expressive look ensures the product positioning Yili is after: premium quality, handy and special in every way.

Over the past ten years, Inner Mongolia Yili Industrial Group Co., Ltd has grown from a regional provider to China's leading dairy company, and is mainly active in the milk and milk products, ice cream, powdered milk, yoghurt and raw milk sectors. As exclusive dairy product sponsor for the Olympic Games in Beijing, Yili achieved its business turnover target of RMB 19.36 billion (USD 2.72 billion) in 2007.

Milkplus: Product innovation with added value

World-wide the dairy industry faces the challenge of developing new product concepts that offer consumers something extra. In the highly competitive dairy market, product differentiation and added value play a key role in ensuring long-term market success. This is where the idea of UHT milk products containing pieces of real fruit or cereal grains fits.

The challenge in developing this product was to blend extra pieces of real fruit or cereals with UHT milk products so that they

would not settle on the bottom of the carton pack or change consistency within the liquid. The solution was to use new stabilisers that enabled the pieces to float in the milk.

For a unique drinking experience, the products are offered with a drinking straw with a 6 mm diameter, allowing the product to be easily consumed.

Thanks to the SIG Combibloc sleeve system, filling chunky products in aseptic carton packs is possible. Each carton sleeve is individually shaped, sterilised and then filled on the filling machines. The top of the carton pack is ultrasonically sealed above the filling level – and not through the product – only after the product has been filled.

And the product concept milkplus opens up a wealth of exciting possibilities: The idea meets consumers' growing awareness of health and nutritional issues. It offers new taste experiences and an assurance that, with the combination of the nutrients in milk and fruits or cereal grains, they get an extra helping of good health.

Thanks to the metallic effect look, the carton pack really shines for the new products: Yili launched its new meal-replacement milk drinks containing cereal grains in combiblocMini 250ml.





Modern tea time – tea culture rediscovered

Tea is a thirst-quencher and stimulant in one. And its beneficial effects on health and well-being have made it a popular wellness drink. Alongside freshly brewed tea, pre-prepared and packaged variants, the ready-to-drink (RTD) teas, have become increasingly sought-after.

Whichever study you go by, RTD tea is booming. The total market for ready-to-drink teas is currently worth around 19 billion euros. In the United States alone, around 4.5 billion litres of ready-to-drink tea is consumed every year, and in Japan it is six billion. The industry anticipates that by 2010, global consumption will top 25 billion litres.

The range of products on offer is becoming increasingly varied, as manufacturers strive to cater to modern consumers who cannot afford time-consuming tea-drinking rituals in their daily lives. The mobile consumer wants healthy products that he can use any time and that require minimal time and effort. In this respect, RTD tea presses all the right buttons. In addition to the classic, refreshing ice tea, the tea varieties that are gaining popularity on the global tea market are those offering special health benefits thanks to their combinations of ingredients: green, black and white tea, Kombucha, Oolong, Mate, Rooibos, herbal and floral teas. New varieties of RTD tea are appearing all the time.

Norman Gierow, NCS Market Segment Manager at SIG Combibloc: "Tea is healthy. It is a natural product that has been used for generations to soothe physical ailments and

particularly stress-related complaints. Tea contains antioxidant agents that help protect against free radicals; vitamins and trace elements strengthen the immune system and slow down the ageing process. Consumers therefore rightly judge tea to be healthier than many other soft drinks".

Long tradition

The origins of tea-drinking are steeped in myth and legend, some of it very disparate. It has been scientifically proven that in China, the birthplace of tea, people started cultivating tea bushes and using their leaves around 3,000 years ago. The traditional tea plant, *Camellia sinensis*, flourishes in tropical and subtropical climates and can grow to a height of 30 metres. On plantations, however, it is now cultivated in bush form.

Over the centuries, methods of preparing tea have changed. It was originally roasted and pressed into briquettes, which were then boiled up again later. Since the Yuan Dynasty (1280-1368), boiling water has been poured directly over the tea leaves, and this is the brewing technique that is most widely used today. This form of preparation was honed to a fine art during the Ming (1368-1644) and Qing (1644-1911) Dynasties.

Tea spread from China to the rest of world, first via the land routes to India, the world's second big tea-producing nation, and later to Arabia and the Asian part of Russia. The first boat-load of tea reached Europe in 1610.

Despite its resounding success on the global market, China is the original home of tea-drinking and continues to be the biggest producer, and consumer, of tea. The Chinese have more than 8,000 varieties of tea. On the international tea market, China is the world leader with production of more than one million tonnes (2006), with India in second place on around 956,000 tonnes. With around 310,000 tonnes each, Sri Lanka and Kenya are in third and fourth places.

There is no universal classification system for teas. Tea is sometimes divided into six categories depending on the degree of polyphenol oxidation (fermentation): green, yellow, black, blue, white and red. Under another method, tea is differentiated according to the form in which it is sold: red, green, Jasmine, Oolong, white, pressed and instant. The best-known are fermented black tea, semi-fermented Oolong tea and non-fermented green tea.



One of the pioneers in RTD teas is Tai Hwa Oil Industrial Co., Ltd from Taiwan. With the launch of its wellness green tea 'Shoang Jiann Meei' in combifitSmall 350 ml, Tai Hwa has the health-conscious consumer firmly in its sights.



When it comes to RTD tea products based on flowers, too, Taiwan is a global leader in innovative ideas. Chen Kou Wei Food Enterprise Co. Ltd offers ready-to-drink tea in green tea, jasmine green tea and Oolong green tea variety in combifitPremium and combiblocSmall. Enriched with extracts of the enoki or 'Velvet Foot' mushroom, which is very popular in Asia, and the additive Fibersol-2™, Ku Tao brand tea contains extra health-boosting properties.

Asia sets the trend

One of the pioneers in RTD teas is Tai Hwa Oil Industrial Co., Ltd from Taiwan. Tai Hwa has been selling its tea products in aseptic carton packs since 2000, and continually woos consumers with new variants. With its wellness green tea 'Shoang Jiann Meei', selling under the Clean Field brand name Tai Hwa is targeting the health-conscious consumer. In addition to the beneficial components of the tea itself, this product contains added grape seed extract and catechin, which is thought to have antithrombotic and anti-inflammatory properties.





Chen Kou Wei introduces a fresh innovation: the company's product portfolio includes a range of green teas flavoured with fruits such as Plum, Passionfruit and Grapefruit, as well as a range of teas in the flavours of popular desserts including custard, chocolate and ice cream.

Pamela Lin, Head of Marketing at Tai Hwa: "According to traditional Asian medicine, green tea is extremely beneficial for the health. Health-conscious consumers are well aware of this. But people no longer have the time to spend on extensive tea-drinking rituals. So even in the traditional tea-drinking cultures of Asia, RTD tea products are enjoying growing popularity. In aseptic carton packs, they're ready to drink, packaged in a way that's gentle on the product, and easy to transport, so they're perfect as a healthy thirst-quencher – whether at home or out and about".

The healing power of flowers and fruit

Tea has been offered as a ready-to-drink chilled beverage in carton packs and in glass or plastic bottles since the 1980s. While products based on black tea continue to predominate, green tea products, Rooibos tea, herbal teas, fruit teas and aromatic flower teas are now also taking their place on supermarket shelves around the world. As well as an increase in the number of varieties available, the trend is primarily towards unsweetened tea variants which stimulate fatburning.

Jasmine tea is by far the most popular flower-based tea. It has a strong scent and

is thought to help ease cramps, break down fats and lower cholesterol levels. Chen Kou Wei Food Enterprise Co. Ltd is one company that offers ready-to-drink jasmine tea. The company's range also includes selected spring and winter teas in Green Tea, Oolong Green Tea and Jasmine Green Tea flavours in combifitPremium and combiblocSmall.

Enriched with extracts of the enoki or 'Velvet Foot' mushroom, which is very popular in Asia, and the additive Fibersol-2™ (a digestion-resistant maltodextrin fibre), Ku Tao brand tea contains extra health-boosting properties. Thanks to its fat-burning effects, Ku Tao is ideal for anyone who wants

to keep an eye on their weight. Chen Kou Wei's product range also includes green teas flavoured with fruits such as plum, passionfruit and grapefruit, as well as a range of teas in the flavours of popular desserts including custard, chocolate and ice cream.

Food and drink manufacturer Yeo Hiap Seng Ltd. has established its niche in China by offering a broad range of herbal and flower tea varieties. Flavours like 'Chinese Watermelon' and 'Snow Pear' in combiblocSmall pique the interest of the Chinese consumers. Both tea varieties are thought to have antipyretic action and to help drain and flush waste products from the body. Chrysanthe-

mum tea, which the company offers in combiblocSmall, is said to have similar cooling and antipyretic effects.

Innovation, trend and beauty

Taiwan's Hey-Song Corporation has several innovative tea drinks in its range. The company is convinced of the health benefits of grains and launched a ready-to-drink Barley Tea in combiblocSmall. Tea made from roasted barley seeds is a popular and healthy thirst-quencher in Asia. It gives a velvety feel in the mouth, creating a cooling sensation. Barley Tea helps ease the symptoms of rheumatism, bronchitis and high fever. It is also

used in colic cases to regenerate the mucous membranes and provides relief for coughs and sore throats.

With 'Fresh Your Mouth', Hey-Song is principally targeting adolescents and young adults. 'Fresh Your Mouth' is a thirst-quencher and mouthwash in one, making it unique on the Taiwanese market. The plant extract CHAMPEX, which is added to the drink, reduces bad-smelling molecules in the oral cavity, guarding against bad breath. This RTD tea is offered in Plum Green Tea flavour in combiblocSmall. Consumers of this innovative product can be sure of fresh breath while they are on the go.



Yeo Hiap Seng Ltd. (YHS) has established its niche in China by offering a broad range of tea varieties. In the product segment 'Tea', this manufacturer is opting to focus on herbal and flower teas. Catchy names like 'Chinese Watermelon', 'Snow Pear' and 'Chrysanthemum' pique the interest of the Chinese consumer. The products are offered in combiblocSmall 250 and 300ml.

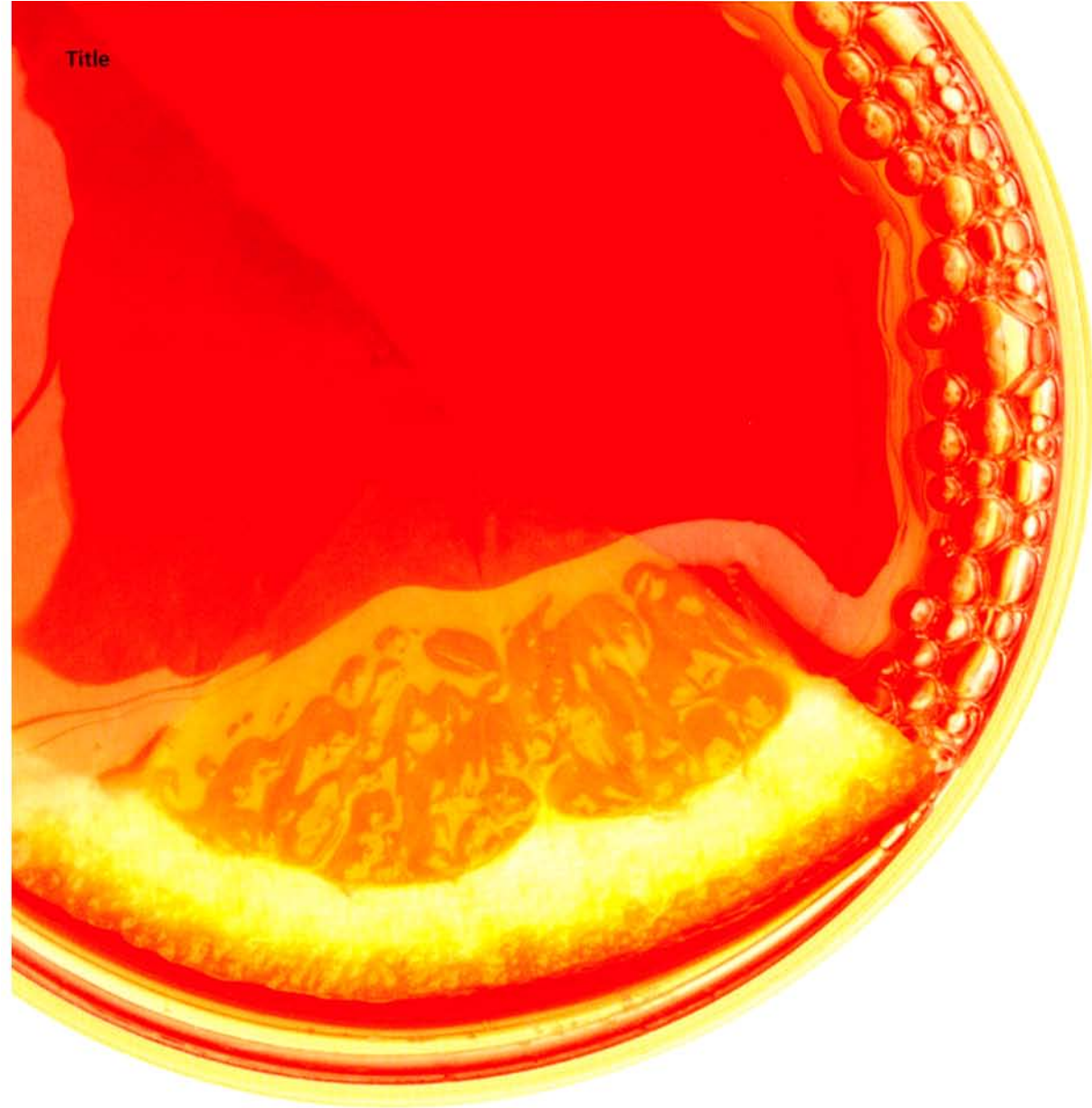


Taiwan's Hey-Song Corporation is one company that emphasises on the health benefits of grains, with the launch of ready-to-drink Barley Tea in combiblocSmall 300ml. Barley Tea helps ease the symptoms of rheumatism, bronchitis and high fever, and is thought to provide relief for coughs and sore throat.



'Fresh Your Mouth' is a thirst-quencher and mouthwash in one, making it unique on the Taiwanese market. The plant extract CHAMPEX, which is added to the drink, reduces bad-smelling molecules in the oral cavity, guarding against bad breath. This RTD tea is offered in Plum Green Tea flavour in combiblocSmall 300 ml.

Title



With Kneipp tea products, sportfit Fruchtsaft GmbH & Co. KG is particularly appealing to the 'young, health-conscious women' target group. Kneipp 'Tea for me' is a combination of tea and fruit juice, enriched with vitamin C, minerals, herb and plant extracts.



The beverage concept of YO Vital from Eckes-Granini Austria GmbH takes health benefits centre stage. The tea products of the YO Vital range, Apple-Quince with Green Tea and Cherry-Blackthorn with Mate, are available in combiblocPremium 1,000ml with the recloseable screw cap combiSwift.

Kneipp remedy in a carton pack

The Kneipp name has come to stand for scientifically-proven naturopathic products and applications, and for a holistic lifestyle. With its Kneipp-brand 'Tea for me', sportfit Fruchtsaft GmbH & Co. KG is targeting young, health-conscious women. Kneipp 'Tea for me' is a combination of tea and fruit juice, enriched with vitamin C, minerals, herb and plant extracts. The products are available in Germany in three variants: Green Tea Nettle with Raspberry & Aronia, Green Tea Ginseng – Ginkgo Apple & Cherry and Rooibos Lime Blossom-Jasmine / Orange Passionfruit in combifitPremium. Nettle tea is known as a blood purifier and drainage agent, and this

effect is intensified by the active components within the green tea. Ginseng and Ginkgo extract are thought to help improve concentration, relieve stress and reduce feelings of weakness, and aid circulation.

Mate tea picks you up

In Austria, Eckes-Granini Austria GmbH offers YO Vital brand tea products in Apple-Quince with Green Tea and Cherry-Blackthorn with Mate varieties in combiblocPremium. Mate peps up the action of nerves, muscles and the metabolism, boosts the circulation, and is a diuretic and a stimulant. Doris Dannecker, Marketing Manager for Eckes-Granini Austria: "YO Vital offers refreshing

new formulations in a smooth blend of local fruits with tea varieties. Its vitamin content makes YO Vital particularly useful for daily good health".

Favourable trend to continue

Market expert Norman Gierow predicts further positive development in the RTD tea sector: "RTD tea is one of the soft drink types that is set to experience very dynamic growth world-wide in the future. We're seeing potential for strong growth in health-boosting tea products particularly in Russia, Eastern Europe and North America".

Black is beautiful: food manufacturers and consumers are discovering 'black foods'

Black is beautiful. Black clothing has always expressed a timeless elegance and now black foods are attracting attention. Natural food products such as black sesame, black beans and black soy beans are healthy, great-tasting energy packs for the human organism. As consumers become more aware of health and nutrition issues, food producers the world over are taking a growing interest in the healthy qualities of black natural foods – and the range of ready-to-drink and ready-to-serve 'black food' products available in aseptic carton packs is expanding.

In traditional Chinese medicine, foods are divided into five colour categories. Each is believed to have a direct influence on certain organs. Green foods aid liver function.



Red is associated with the heart – also in Chinese medicine. Thus, red foods are thought to strengthen the heart.



Yellow represents the spleen. Yellow foods, like pulses or rice, are believed to stimulate the spleen.



White stands for the lungs. White and light-coloured products are believed to stimulate the lungs.



Black foods are rich in fibre, amino acids, minerals, trace elements and anti-oxidants. They have a beneficial effect on the kidney function.



In traditional Chinese medicine, foods are divided into five colour categories: green, red, yellow, white and black. Each group is believed to have a direct influence on certain organs. Green foods aid liver function, red foods strengthen the heart. Yellow products are believed to stimulate the spleen, and white the lungs. According to Chinese medicinal belief, black foods have a particularly beneficial effect on kidney function. A sensible, balanced diet incorporating products from all

five colour groups is thought to help keep the whole organism healthy and fight illness. Studies have shown that black food products are full of fibre, amino acids, minerals and trace elements. They are also rich in anti-oxidants which protect against cell damage by binding free radicals.

'Black food' is red hot in Asia and the hype is heading west, according to Euro-monitor International. With obesity and the

associated health risks a growing global problem, consumers are under increasing pressure, not least through relentless media coverage, to adopt a more sensible attitude to what they eat. Consumers with their own wellbeing in mind are taking more care to ensure their meals contain a healthy balance of nutrients. Against this background, health-conscious consumers are turning their attention to highly nutritious black foods.



Korean company Hanmi Whole Soymilk is convinced of the health properties of black soy beans and has launched a premium drink in combiblocMini 200ml, under the brand name "Whole Soymilk". Hanmi also fills a black soy bean drink as a private label for Korean retail chain "Home plus".



Pasteur Milk Co Ltd has chosen a particularly eye-catching package design for its black soybean and black sesame drink. The product is on sale in Korea in combiblocMini 190ml packaged in elegant black.



Foshu provides information

In Japan foods are given Foshu status (foods for specified health use) if the compounds they contain can be scientifically proven to have significant health benefits. Foshu is the Japanese equivalent of the US Health Claim given by the FDA (Food and Drug Administration). A number of products containing black soy beans have been given Foshu status. These soy beans are especially rich in proteins and fibre and due to their high isoflavone and anthocyanin content they are thought to protect against cancer and lower cholesterol levels more effectively than their yellow and white counterparts. Isoflavones are also thought to fight premature skin ageing and help skin retain its elasticity.

Black soy beans are used in traditional Chinese medicine to relieve headache, rheumatoid arthritis and the discomfort of the menopause.

Black is beautiful

Korean company Hanmi Whole Soymilk is also convinced of the health properties of black soy beans. Under the brand name 'Whole Soymilk' the company has launched a premium drink in combiblocMini 200ml. Hanmi also fills a black soy bean drink in combiblocMini 200ml as a private label for Korean retail chain "Home plus".

Founded in 1988, Hanmi is now one of Korea's leading soy drinks producers. Cho Sang-kyun, CEO at Hanmi: "We have

developed a process that enables us to manufacture soy products in a way that is especially gentle on the nutrients. This process has now been patented. We know from experience that, by aseptically filling the product in carton packs, our carefully manufactured products are packaged safely and are well protected. This goes for our drinks containing black soy beans which are gaining in popularity because – as the saying goes – 'black is beautiful'. Consumers realise that by putting some thought into their choice of drink, they can give themselves an extra helping of good health. And we can use the display surfaces of the carton pack to communicate the healthy added values of the products".



Black sesame is rich in antioxidants, calcium, proteins, iron and magnesium. As well as helping build strong bones, it is thought to help in the treatment of osteoporosis and has a hand in keeping tissue fibres firm as well as boosting liver and kidney function. With this in mind, Thai food manufacturer Lactasoy offers a soy drink containing natural black sesame, packaged in combiblocMini 125ml with drinking straw.



Pasteur Milk Co Ltd has chosen a particularly eye-catching design for its black soy bean drink. The product is on sale in Korea in combiblocMini 190ml strikingly packaged in elegant black. “Modern Asian consumers who are very clued-up when it comes to health and nutrition, are really getting to grips with their food. They want information about what they are buying – carton packs score highly in this respect, and for us they are an important tool that enables us to respond to consumer demands right there at the POS, putting convincing arguments for choosing a particular product right in front of their eyes”, says Jeon Bum-Jae, Marketing Director at Pasteur Milk Co in South Korea.

Back to black

Ayurvedic doctrine draws on ancient learning and this centuries-old practice holds black sesame in high regard believing it to be beneficial for bone density. Modern science has now shown the ancient teachings to be correct. Black sesame is rich in antioxidants, calcium, proteins, iron and magnesium. Because it strengthens the bones, black sesame can help in the treatment of osteoporosis and it has a hand in keeping tissue fibres firm as well as boosting liver and kidney function. Due to the high proportion of unsaturated fatty acids it contains, black sesame can also help to inhibit cholesterol production in the body.

With this in mind, Thai food manufacturer Lactasoy offers a soy drink containing natural black sesame packaged in combiblocMini 125ml with drinking straw. Phanwana Mahasup, Advertising Manager and Marketing Coordinator at Lactasoy: “Particularly on account of its high protein content, products containing black sesame are real all-rounders. They are ideal for children and growing adolescents as well as for sportspeople, vegetarians, pregnant women and people recovering from illness. In addition to vitamins A, B1, B2, D and E our soy drink with black sesame also contains an extra portion of calcium and iron from natural black sesame”.



Black beans are prized in Asia for the compounds they contain. They help lower cholesterol and keep blood sugar levels constant. They are virtually fat-free and are packed with proteins and antioxidants. With this nutritional punch behind it, Seoul Dairy Cooperative, Korea's leading dairy company, has launched a drink containing black beans in combiblocMini 180ml.



Korean Sahmyook Foods has high hopes for black soy bean products. The company has opted for combiblocMini 140 and 195ml to package its drinks.



Black beans take centre stage

Black beans are prized in Asia for their many valuable ingredients and the beneficial effects these have on health. They are a natural aid to lowering cholesterol and maintaining the blood sugar level. Moreover they are virtually fat-free and are packed with proteins and antioxidants. With this nutritional benefit behind it, Seoul Dairy Cooperative, Korea's leading dairy company, has launched a black bean drink in combiblocMini 180ml. The company has a 40 per cent market share in the dairy products sector in Korea. Lee Yong, Marketing Manager at Seoul Dairy: "Thanks to the compounds they contain, black beans act as a natural source of healthy nutrients. They help destroy free radicals in the body and protect against heart disease,

cancer and premature ageing. In our new product, we have combined these qualities with the beneficial properties of black sesame and black rice. Here in Korea black rice is also known as 'medicine rice' because it is so rich in vitamins, minerals and antioxidants. This cocktail of ingredients is therefore extremely healthy. In the handy carton pack with drinking straw, the drink is perfectly portioned and the ideal companion for when you are out and about".

Health for all

Korean Sahmyook Foods is concentrating on black soy beans. Jin Gyu Oh, CEO at Sahmyook: "For us, the black soy bean is the 'queen of beans': used in our drink, it tastes fit for a queen, and it is also very healthy.

Packaged in aseptic carton packs, the product has no preservatives or artificial colourants and offers consumers an extra helping of calcium". The company has opted for combiblocMini 140 and 195ml to package the drink.

Sahmyook Foods was founded in 1985 and is now one of the leading food companies in Korea. The company's guiding principle has always been to give consumers foods that form part of a healthy diet. Today Sahmyook is the top provider of soy products in Korea. "Eating healthily shouldn't be the privilege of just a lucky few. Our aim is to put high-quality products, perfectly packaged, within everyone's reach. We follow this principle in the quality of the foods we package and the packaging technology we use. We are

In Mexican cuisine, black beans known as 'frijoles negros' are an indispensable part of many meals accompanying dishes such as burritos and enchiladas. Food manufacturer Sabormex launched 'La Sierra' black bean purée in combiblocStandard 750ml and combiblocSmall 250ml in Mexico.



involved in ambitious nutrition education programmes which we run jointly with schools and other establishments", says Jin Gyu Oh.

With regards to marketing activities for 'black foods', Sahmyook is a pioneer in Korea as well. The company started with soy products including black sesame – and expanded its product range soon after the great success of these products by adding drinks with black soy beans to its portfolio. Other Korean companies followed suit and launched 'Me-too'-products.

Classic in black

In Mexican cuisine, black beans known as 'frijoles negros', are an indispensable part of many meals accompanying traditional dishes such as burritos and enchiladas. They are also served as soups or salads. Food manufacturer Sabormex launched 'La Sierra' brand black bean purée in combiblocStandard 750ml and combiblocSmall 250ml in Mexico, setting new standards in convenience. Stephanie López Katz, Marketing Manager for 'La Sierra': "Our aim is to give the market bean products that taste like homemade. Before, we have only offered our classic bean recipes in cans. With the bean purée in a carton packs, we are expanding our product range and we are confident that with our new market presence, we will be appealing primarily to young

families whose everyday lives now differ completely from those of earlier generations. People are finding it harder to spare the time to cook fresh meals every day. More and more often, modern households are resorting to convenience foods – but without losing sight of the fact they want good quality products. Carton packs protect the product; they are easy to transport and can be stored for extended periods without refrigeration. Quality plays an important role in healthy eating. Black beans are perfect in this regard: they are extremely rich in fibre and packed with protein, and they contain just 0.75 grams of fat per portion. So they are great for the heart and for bone structure".



Flexibility brings new sales opportunities

Since its foundation around 25 years ago, US company Island Oasis has made a name for itself in the manufacture and distribution of premium-quality concentrates for frozen drinks and bar mix drinks. With aseptic production, the company is now expanding its portfolio and generating further growth.



Island Oasis produces and distributes successfully its products to the food service industry and is active as a co-packer for a variety of major retail chains.

Aseptic products create new growth

“The purchase of the well established aseptic production facility, located in Byesville, Ohio, is a superb opportunity for us to expand our selection of long-life products and enable us to offer consumers some new additions to our range of pasteurised drinks. There are new opportunities in the co-packing field, too. With our own production

facility, we can tailor our range exactly to our customers’ requirements”, says Bill Flynn, Vice President of Operations at Island Oasis.

The acquisition of the production facility was accompanied by the formation of an independent business unit, called Island Aseptics. Management and manufacturing processes have been restructured. This restructuring now gives the company better control over the entire production process and enables it to take advantage of synergies in product purchasing and logistics. “With a sound track record and many years of

experience, this facility gives us a wide range of opportunities for developing new product concepts with trendy and added value products”, says Flynn.

Big choice – greater convenience

Island Oasis products contain an extremely high percentage of fruit particulates. Because of this Island Oasis relies on the unique flexibility of the filling technology from SIG Combibloc: six SIG Combibloc filling machines are currently in operation at



Squincher – the thirst-quencher for active people is available in combiblocSmall 250 ml with drinking straw. The isotonic drink comes in Fruit Punch, Lemon, Orange and Lime with extra vitamin C varieties.



A cooler look for vitamin-packed fruit juice drinks: the ‘coolers’ for kids in Fruity Punch, Berry Berry, Cosmic Orange, Goofy Grape and Big Apple varieties are filled in combiblocSmall 250ml with drinking straw.

The expert in frozen drink mixes offers its successful Island Oasis range in combiblocStandard 1.000ml with combiTwist. The products can be used as a base for smoothies and frozen cocktails, and are available in Mango, Piña Colada, Margarita, Banana and Strawberry flavours.



Fruit Blasters – 100 % juice for kids with vitamin C. The healthy juices are available in Apple, Grape, Orange, Fruit Punch and Fruit Mix varieties in combiblocMini 200ml with drinking straw.



Organic quality for on the go: Santa Cruz-brand fruit juice drinks in Orange, Grape, Tropical and Lemon varieties are selling in combiblocSmall 250ml with drinking straw.

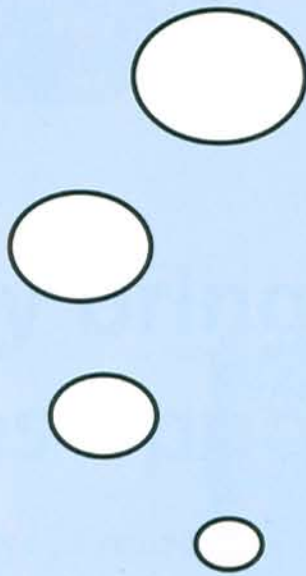
Island Oasis offering not just a wide variety of different package formats and volumes (125 to 2,000ml), but also make the filling of a huge range of products possible – from juices and nectars to still drinks, water and fruit juice blends. “The high flexibility of the SIG Combibloc aseptic system enables us to offer our customers competitive co-packing solutions” stated Finn. For Island Oasis this was an important factor in its decision to work with SIG Combibloc. The filling machines open up a wealth of opportunities – including new possibilities for future product ideas.

And the innovative closure solutions from SIG Combibloc have also won the company over: with the combiTwist screw cap, Island Oasis can offer consumers even greater convenience.

Flexibility is the clincher

The new variety of possibilities on offer has already brought the co-packers many approaches from a number of major retailers. The aseptic filling machines enable Island Oasis to really bring its customers’ original ideas to life. “Thanks to the flexible system from SIG Combibloc, we can switch smoothly

between different product viscosities, package formats and volumes. That is absolutely vital for any co-packer”, says Flynn: “With the high level of efficiency we get from the filling machines, we’re able to offer our customers a truly cost-effective packaging solution. In SIG Combibloc we’ve found a reliable partner for a prosperous long-term business relationship”.



Fresh to the last drop: Mmmuh – simply delicious

Milch-Union Hocheifel eG (MUH) has long been famous for its spirit of innovation. With the launch of milk for cats in combifitSmall with combiSmart, MUH is once again proving it is a true pioneer when it comes to product innovations in attractive packages.

In 1972 Milch-Union Hocheifel eG specialised in the production of UHT milk and other long-life dairy products, although butter and powdered milk continued to be important mainstays of the company for many years. In 1984 the group launched the first UHT condensed milk in the combiblocCompact carton pack from SIG Combibloc. As an alternative to cans, it became a key innovation for MUH, with a rapidly growing share of the market. Carton packs for long-life condensed milk, coffee cream, whipping cream and milk mix drinks followed, making MUH a successful private label supplier especially in the discount retail sector. The group's work with SIG Combibloc has thus produced a co-operative partnership that has stood the test of time. Today MUH has a total of 15 SIG Combibloc filling machines for various package formats in operation.

A little carton pack for little foodlovers

MUH now fills milk for cats under a variety of brand names in combifitSmall with

combiSmart screw cap. The handy small carton pack and the recloseable screw cap are ideal for pouring out carefully measured helpings of cat milk, perfectly meeting the needs of pet-owners and their four-legged darlings. Thanks to combifitSmall with combiSmart, the milk stays fresh and tasty right to the last drop. Further products in combifitSmall, such as a cooking cream, are on the verge of market launch including private labels for the French and German retail market.

Handy and practical for use at home or out and about

The combination of combifitSmall and combiSmart is not just the perfect answer to the demand for small, handy packs for use on the go, it is also a practical aid for measuring out portions at home. The wide opening permits drip-free pouring and easy, precise portioning. The carton pack protects the product from light, can be reclosed and protects the contents against external odours in the refrigerator. This makes the little carton pack a real alternative to cans and PET, especially

for products such as condensed milk, sauces and cream. combifitSmall can be filled in volumes of 200, 250, 300, 330 und 350 ml.

Growth ensures ongoing success

MUH celebrated its 40th anniversary last year. Since its foundation, the company has grown into one of Europe's biggest UHT dairy producers with more than 600 employees. The company is counting on projected continuing growth: in 1998 MUH broke through the 500 million kilograms barrier processing in excess of this quantity of milk for the first time. For 2008 MUH is reckoning on a processed milk quantity of more than a thousand million kilograms.

MUH fills milk for cats under a variety of brand names in combifitSmall with combiSmart screw cap. The handy carton pack and the recloseable screw cap are ideal for pouring out carefully measured helpings of cat milk.



Beverage carton recycling in Thailand

Recycling used carton packs is an easy process. What is needed is a functioning collection and sorting system providing area-wide coverage. While recycling beverage cartons is already common practice in many countries, projects in other countries are still in their infancy, as this example from Thailand shows.

The Kingdom of Thailand is made up of 76 provinces, each subdivided into numerous smaller districts. In the past few years the economy has expanded dynamically and the cities have grown rapidly. These developments as well as the enlarged opportunities for consumers to buy more packaged goods and foods in particular are causing more waste and environmental problems.

In 2003 Thailand produced around 22 million tonnes of waste of which around 17 per cent was recycled. In parallel with the economical growth and the ecological consequences the central government and many individual districts and organisations have started working to safeguard public health and protection of the environment. To enable the country to provide these safeguards effectively, a substantially functioning infrastructure

and appropriate facilities are being built up. Various forward-looking activities are launched in which the population is involved.

For example a large number of waste collection and sorting projects have now been started. In practice, in selected communities in Thailand these have developed into successful models for an effective waste management system, involving city councils, townspeople and enterprises. The 'best practice' experiences from such models can be expanded to other Thai cities via central government institutions, and lessons learned from these ventures are sometimes being incorporated into centralised regulations for waste management. These initiatives are also being used to support ecological awareness and to encourage people to act in favour of a

sound environment. One issue for example is the separation of waste in order to facilitate recycling.

Packaging example

The organisation TIPMSE (Thailand Institute of Packaging Management for Sustainable Environment) plays an important role in the implementation of a functioning waste management system for packaging. TIPMSE was founded in 2005 with the backing of the Federation of Thai Industries (FTI), an affiliation of 22 operators from the packaging and food industry, to support the development of a wide-ranging, sustainable programme for the management of packaging waste.

One of the group's objectives is that by 2010, packaging waste from public collections will be reduced by 10 per cent. The group members, including Unilever, Coca-Cola and

The awareness that used beverage cartons are a valuable key resource for recycling is the pre-condition for a functioning collection system.



Nestlé, are working proactively together to provide an alternative to the charging of long-threatened green taxes. SIG Combibloc is also an active member of TIPMSE.

The Beverage Carton Group (BCG)

Systems for recycling used carton packs are gradually being developed in Thailand as well. Through a range of initiatives and targeted recycling projects, the population is being made aware that beverage cartons do not belong on landfill sites. The raw materials from which the carton packs are manufactured are too valuable for this. Currently, 30,000-40,000 tonnes of empty beverage cartons end up in landfills every year.

Recycling is part of the sustainable strategy of SIG Combibloc. This also includes actively promoting and securing adequate

national collection systems and recycling capacities for used beverage cartons.

To push special recycling programmes in Thailand, all aseptic carton providers in Thailand are working together closely.

In 2005, the Beverage Carton Group (BCG – www.thaibcg.com) was established as a working agent for the environment. BCG co-operates very closely with TIPMSE. While TIPMSE works to promote the public network for the entire packaging waste collection and sorting chain, BCG is organising a collection and recycling chain for used beverage cartons. The group has set up a “Beverage Carton Collection Campaign” to

encourage consumers to collect used carton packs and supply them to the recycling process.

SIG Combibloc is also engaged in several environmental projects and actions to build up the garbage collection network for beverage cartons. This includes the learning approach and also information programmes to increase public awareness of the issue. From April to September 2007 radio spots promoting the recycling and reuse of packaging materials were broadcast every weekday. In addition to radio, TV and newspaper coverage of the campaigns being run, environmental seminars, competitions and other promotional activities are planned for the future.



The so called Saleng – small-scale waste collectors with three-wheeled bicycles and trailers – play an important role in the waste management of used beverage cartons in Thailand.

Several projects and activities prove that beverage carton recycling in Thailand works due to the close co-operation of communities, schools, households, the Saleng, waste wholesale dealers and material recyclers.

Waste management in the community

The guiding concept of both organisations envisages that in the first stage of the collection campaigns, a kind of local communal 'garbage bank' is set up. Here the collection, separation, logistic and dealing management takes place. Households get money for bringing their garbage. This is also done in co-operation with selected communities, schools, the Saleng (small-scale waste collectors with three-wheeled bicycles and trailers), waste wholesale dealers and materials recyclers.

The first waste collection campaigns to showcase the programme were run in six communities in spring 2007. Designated collection points were set up, and waste dealers were invited to lodge bids to run the opera-

tion to distribute the packaging waste profitably to recycling firms. Up to mid-2008, another 80 local authorities will be taking part in the waste separation and sorting campaign with the objective of establishing a better waste management system right across the country. Municipal authorities, selected academic institutions and universities are also involved.

Collection and recycling of carton packs

The environmental projects launched by the BCG to promote the recycling of carton packs have been aimed at municipal authorities and schools. In three phases, sessions to increase awareness of the separate collection of beverage cartons and teach people how to deal with them are being run at 385 schools, with training courses, displays and informa-

tion materials. This training focuses on teaching people the basic features of beverage carton recycling. At the end of 2007, 250 schools have participated in the beverage carton collection programme and in total over 18,000 kg were collected from communities and schools since the campaign started.

As part of a collection campaign in Tesabal, a municipality between Bangkok and the Gulf of Thailand, for example, milk containers for schools were changed from plastic bottles to beverage cartons. These environmental protection activities were likewise covered by the media.

In 2006 nearly 1 billion litres of juice and milk in carton packs were sold in Thailand. Around 10 per cent of the carton packs were recycled. In a simple process the carton packs are shredded and pressed. They are then

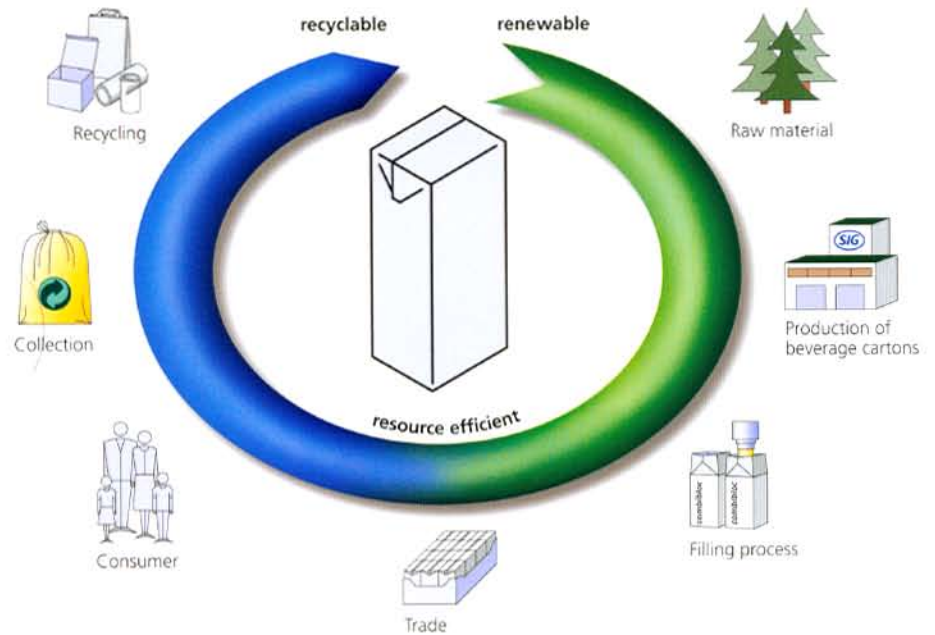


SIG Combibloc as a member of the Beverage Carton Group (BCG) has a part in supporting the motivation of Thai people for the recycling process of carton packs. The learning approach starts already in schools.

As a member of the Beverage Carton Group, SIG Combibloc draws attention to the recycling of beverage cartons at various events.

turned into special furniture, such as school desks, or house-building materials. Another technology, already successfully in use in a number of other countries, separates the paperboard fibres from the polyethylene and aluminium. The paperboard fraction continues to circulate through the papermilling system into new paper products such as stiff packaging board and corrugated cardboard. Building materials such as membranes for roofing tiles are manufactured from the remaining composite.

All mentioned effort and activities are still very much in their infancy in Thailand – but environmental consciousness is growing every year. Thai people are developing a deeper sensitivity for the topic. SIG Combibloc is actively taking part in making it happen.



Beverage cartons mainly consist of renewable raw material and are ecologically advantageous, resource efficient, lightweight, space-saving, very suitable for all transports and completely recyclable.

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