

Identity is shaped. combishape.



SIG Combibloc

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01 New opportunities with unique shapes.

Products establish their identity at the point of sale primarily through the packaging – and not only because this bears a brand name. The packaging is the first impression a consumer gains of a product. For branded products in particular it is important for the packaging to convey on the right signals about the brand and the product image. This means that the choice and design of a pack are key marketing decisions.

SIG Combibloc is a global thinker and competent partner for its customers in each phase of a project. We are not only one of the world's leading producers of aseptic carton packs for liquid and chunky food products. We also offer our customers an integral success system, ranging from pre-sales services, such as support with market research, development of the carton design and optimisation of logistics features, to the supply of a complete system comprising packaging materials and machines plus after-sales service.

Right from the start, we have set new benchmarks with our product innovations, opening up new potentials and market opportunities for the beverage industry.

We have now developed a completely innovative concept which gives creativity a free hand in the design of shapes: combishape – the unique carton pack.

Brands are reference points in a world of merchandising that is steadily becoming more complex. Major brands also communicate their uniqueness through the shape of their packaging. combishape has been developed as a consequence of the trend towards greater differentiation, also in the beverage market.



Extraordinary: The power of branding.

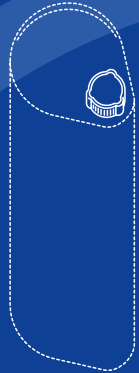
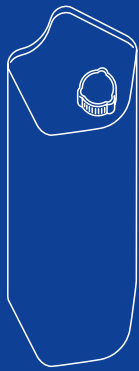
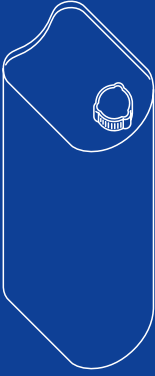
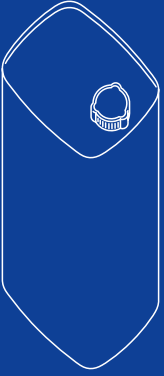
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It is becoming increasingly difficult for the consumer to find his way through the world of merchandise. Innumerable products, often similar or even interchangeable, are all competing for his attention and budget. Brands tower above the diffuse masses – they alone are unique, incomparable, offering orientation and emotional support, simply because they give the consumer the feeling of having made the right choice, and this counts for a lot. The choice of a brand is strongly linked with emotional ties – and is there to stay. A consumer who has decided in favour of a brand is not likely to change to another one in the near future – this brand has become part of his personal lifestyle. It is no longer "a" brand; it is "his" brand.

However, a brand must be recognisable as such at the point of sale – and that is not so easy in view of the large number of messages transmitted by other products there. This is where packaging comes into the picture: It can work wonders with its visual design – and unique shape. This is because each shape triggers associations and arouses the consumer's emotions. This has now been recognised by major brands all over the world and they are consciously using the shape of the packaging to position their brand. Some designs have even become

icons of modern times – not only as synonyms for a product as such, but for a lifestyle.

For drinks, too, the trend is steadily moving towards differentiation. We have taken account of this development in recent years with numerous new combibloc formats. combishape is the logical continuation of this idea: Aseptic carton packs are now being freed from their basic rectangular shape by SIG Combibloc.



combishape communicates brand identities in a direct and unmistakable way. Products in aseptic carton packs are given their own specific shape – with combishape.

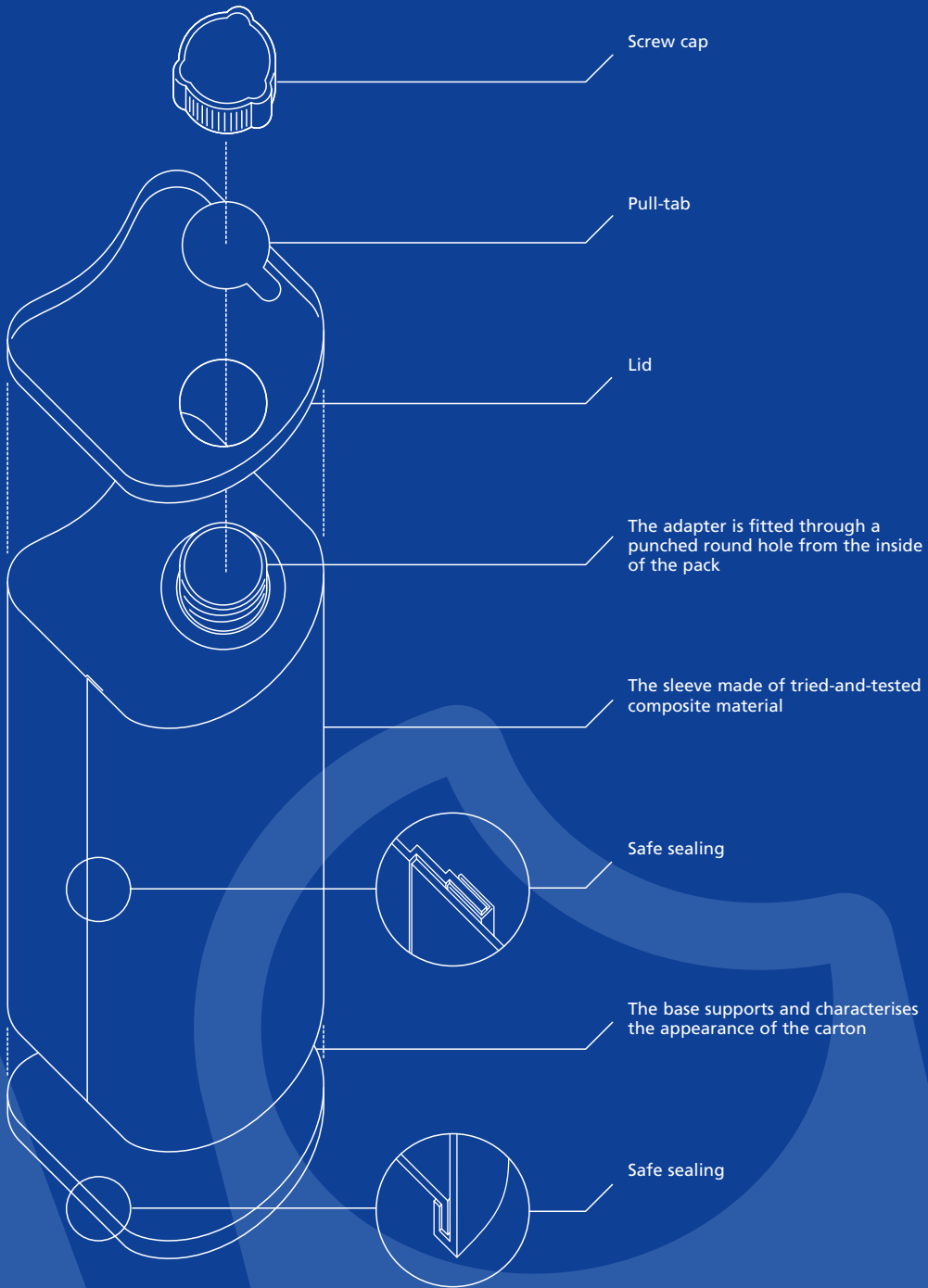


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Unique: The individual shape of a carton pack.

Thanks to combishape, drinks in aseptic cartons can now be given their own creative shape for the very first time. In fact, combishape gives a product an unmistakable appearance. In addition, combishape offers a number of other benefits that are of particular importance for suppliers of branded products. The pack design and filling concept guarantee high product quality, while a new closing fitment with excellent pouring properties ensures high user convenience. Many different ergonomic shapes can also optimise the handling characteristics.

The number, type and size of the facings can be tailored to the product design – the high printing quality always guarantees a high-class look. Above all, however, products in combishape immediately catch the eye at the point of sale. Simply because combishape is innovative – and unique. Branded products in combishape clearly set themselves apart from the competition: Their identity has taken shape.



The new design of the combishape pack combines an innovative appearance with tried-and-tested high product quality. This makes combishape the ideal solution for branded products.



07

Innovative: The combishape design.

The many benefits and possibilities offered by aseptic carton packs are known worldwide and proven a new each day – to consumers, fillers and retailers. In the past, however, SIG Combibloc was always bound by one restriction: The basic rectangular shape of the carton. An innovative structure has now been developed for combishape, marking the end of the compulsory rectangular shape for carton packs. The carton consists of different components from which the final shape is created in the customer's filling machine. Each pack has a separate base, which can take on different shapes – and which characterises and supports the appearance of the entire pack. The sleeve, base and lid as well as the new shapeTwist screw cap are the basic components of this new pack. shapeTwist consists of three parts: Adapter, pull-tab and screw cap. The adapter is fitted through a punched round hole from the inside of the pack. After the pack has been filled, the adapter is sealed with a pull-tab. Then the screw cap is attached. An alternative without a screw cap

is available for single-serve products which do not have to be reclosed. In this case, the product is protected and opened by a pull-tab.

From an optical point of view, combishape is a completely new type of pack. Nevertheless, the contents still profit from the benefits offered by the aseptic carton: The product is optimally preserved and protected.

Protecting the high quality of the product is a key task of any packaging – combishape meets this requirement reliably.

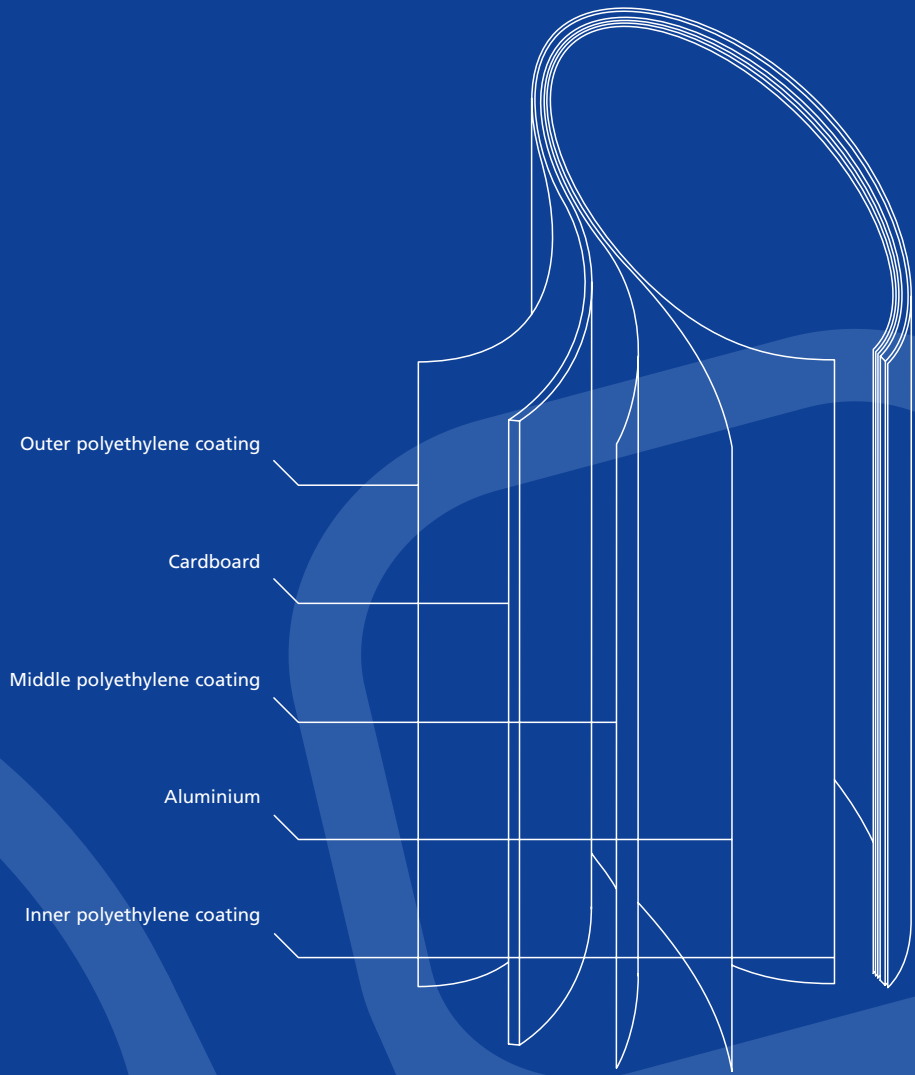


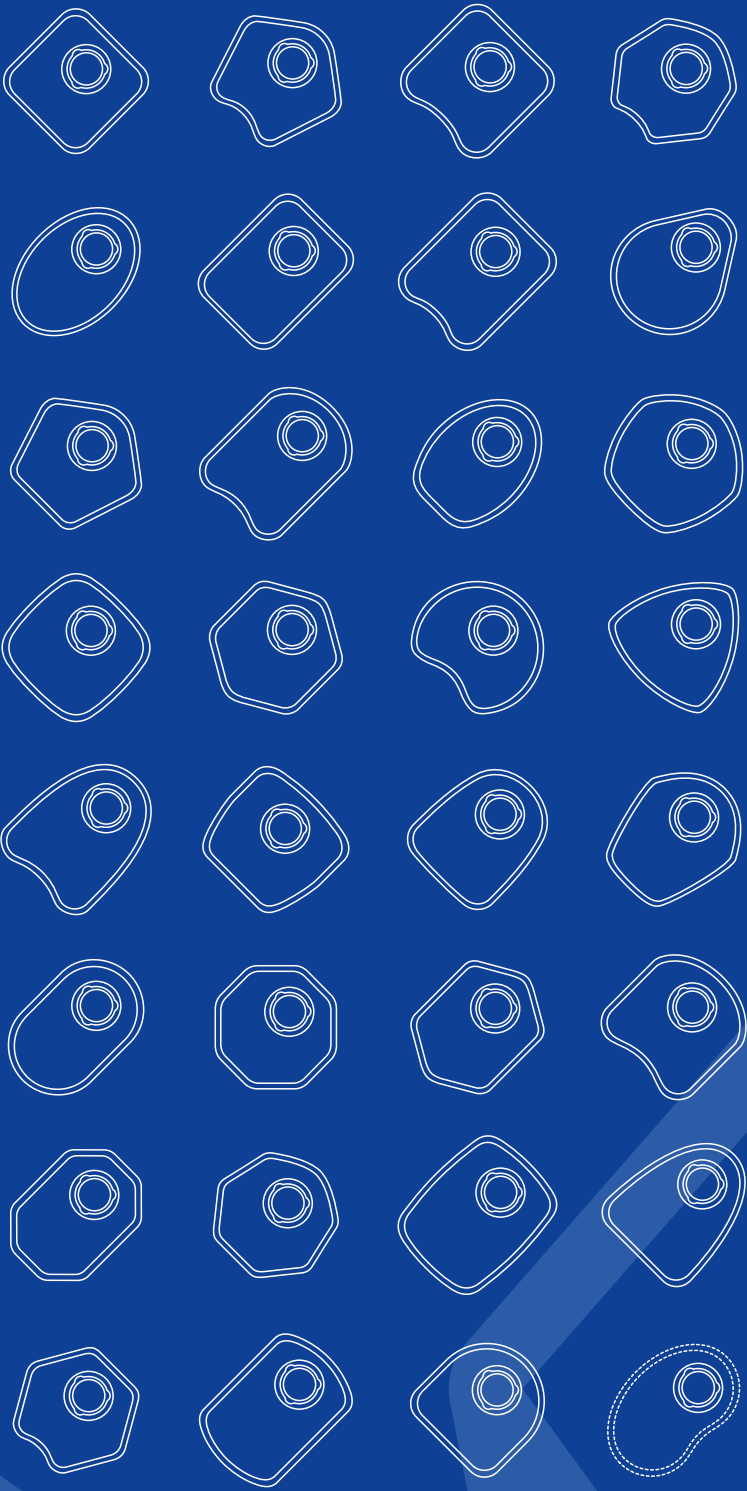
Tried-and-tested: The composite carton structure.

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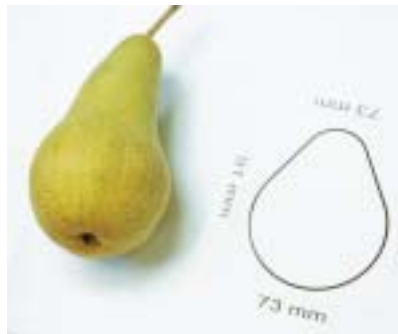
In general, products in combishape are also suitable for shelf storage at the point of sale or in the consumer's larder – without refrigeration, preservatives or loss of quality. This is because the sleeve, base and lid are manufactured from standard composite material which has proved itself time and again for combibloc cartons. For instance, combishape also guarantees the high product quality that is taken for granted by the consumers of branded products. The composite material used for combishape consists of different components, each of which fulfils an important function: Cardboard, polyethylene and aluminium. The internal polyethylene coating forms a liquid barrier for the product, while the external coating protects it from moisture. Cardboard and aluminium give the pack the necessary stability and protect the contents from light, odours and oxygen. This ensures that the valuable ingredients of juices and dairy products, for instance, are retained for a long time.

Depending on the product and product requirements, optional variations of the composite material may also be used: As a result, a large variety of different drinks can be packed in combishape.





Oval or moon-shaped, triangular, square and rectangular, pentagonal or even octagonal shapes are feasible with combishape. There are practically no limits to creativity.



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Unlimited: The variety of shapes.

With combishape, it is possible to realise carton packs with different bases and shapes. The specific shape for the respective product is created in close cooperation with the customer. Simply because it is the face the product shows to the world and should communicate its "intrinsic values" as attractively as possible. In this case, it is important to remember that shapes have different associations in the various cultural circles. It is therefore necessary to find a shape that conveys the desired brand image to the relevant market in the best possible way. We are contributing to this process with the experience we have accumulated in many decades of performing international market surveys: We are familiar with our customers' markets – and know what will be accepted where and how. All combishape styles are available with different volumes: Anything goes, from single-serve drinks for on-the-go consumption to standard 1-litre packs.

An important factor when selecting shapes is logistics since changes of a few millimetres can offer decisive benefits here. We have therefore developed tools to ensure that the shapes are optimally tailored to the customer's requirements in terms of logistics.





shapeTwist contributes to the high user convenience of combishape: This practical screw cap permits easy opening, pouring and reclosing.



13 Handy: shapeTwist.

A high-quality branded drink must be fitted with a device for ease of handling. The practical shapeTwist screw cap offers maximum convenience for opening, pouring and reclosing. The way it works is evident at a glance: Open the screw cap with one movement of the hand, remove the pull-tab – and that's it. The pack is now open and there are no flaps or other pieces to interrupt the product flow. The contents can be poured out easily through the wide opening and people who are very thirsty can drink straight from the pack – a popular type of consumption for small formats in particular. After reclosing, the pack is sealed tight. This ensures that the product does not pick up any other odours

in the refrigerator. It also means you can take the pack with you on journeys or trips. It can be opened and closed as required – and nothing leaks from the closed pack.



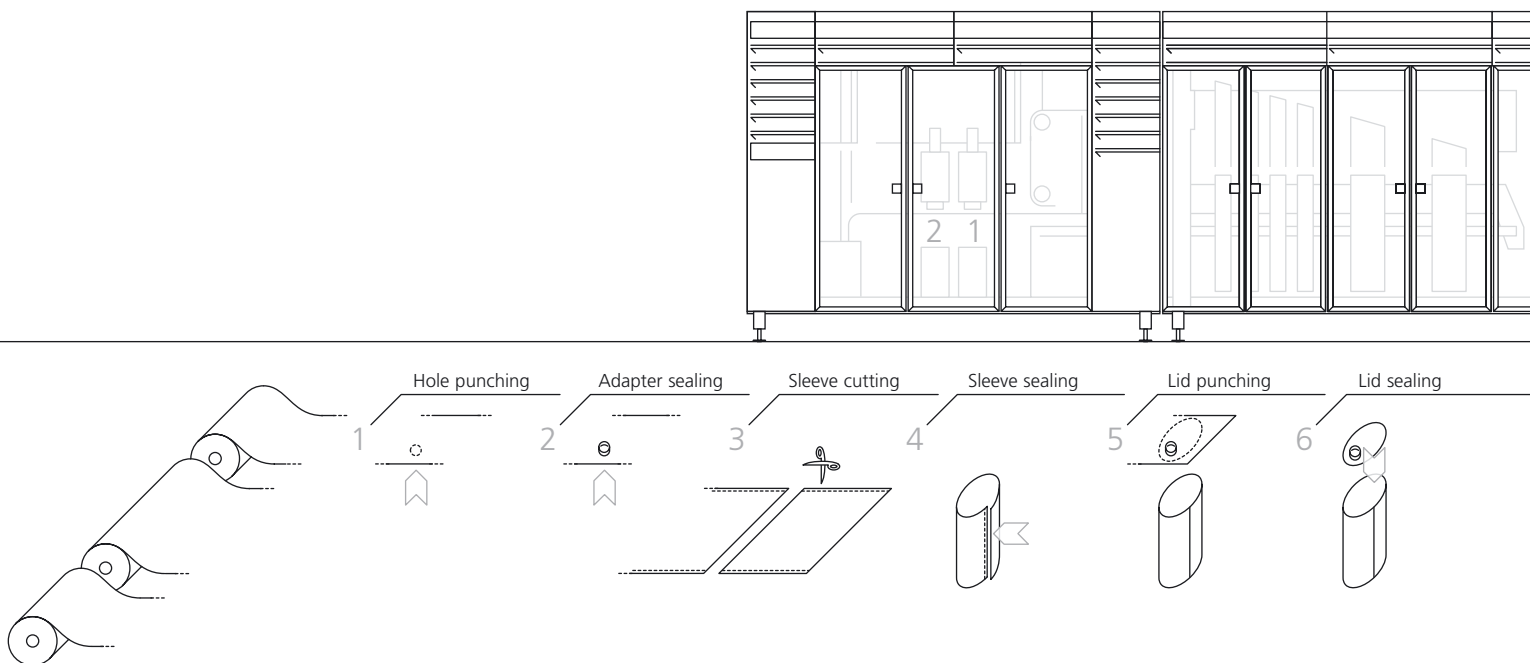
System competence from one source: This is another new feature of the combishape filling system.



Integral: The filling concept.

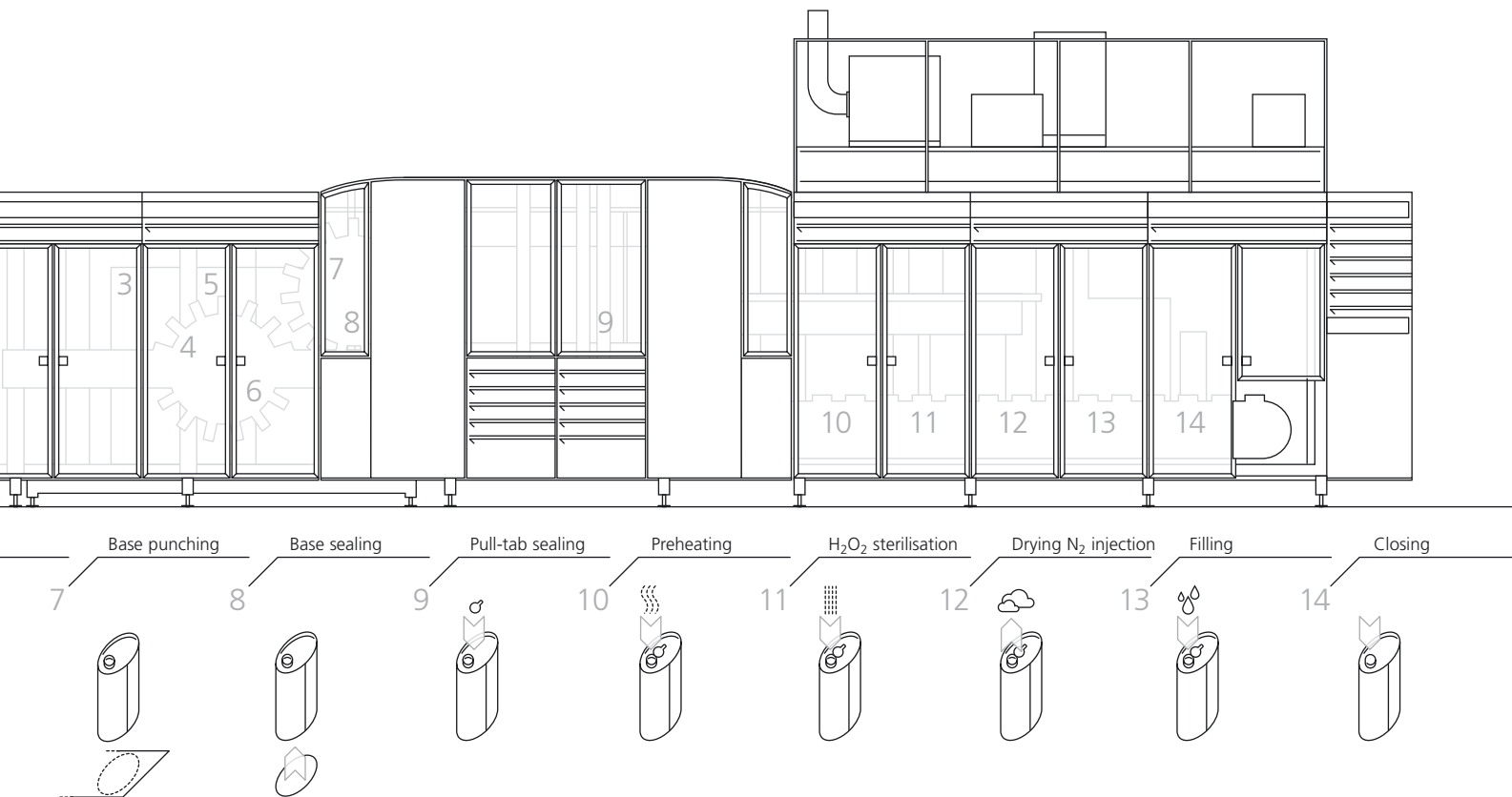
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Thanks to greater cooperation with the companies of the SIG Group and selected external partners, SIG Combibloc can assume overall responsibility for every aspect right through to final packaging. The years of experience we have accumulated with our high-speed systems in the aseptic sector as well as our know-how in shaping packs and developing suitable downstream solutions are all united in our new, integral packaging system.





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The combishape filling machine is highly efficient and flexible. It offers maximum aseptic safety – and, thanks to its uniform operating concept, is easy to handle.



Uniform: The operating concept.

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All components of the combishape filling machine are perfectly tailored to each other to ensure smooth, efficient production and can be easily integrated into the customer's operating system. Despite its complexity, the filling machine is surprisingly easy to operate. This is because the entire filling machine has a uniform operating concept and can be monitored from four touch screen monitors. All elements of the individual components can be viewed here, including the circuit diagram. The machine is operated directly from the monitor. Product data, such as recipes, can also be accessed via the touch screen. In the case of a product change, for instance, this means that preset data for the appropriate packaging material can be called up. The monitors operate with a human machine interface (HMI) that is easy to understand. Access and operating authorisations can be assigned to different hierarchic levels – thus minimising error sources.

In order to improve efficiency, the ECS efficiency control system is also available for combishape. This provides and documents up-to-date information on the product cycle and, for instance, allows several systems to be compared. The ESC also uncovers any weak points in the process. Continuous process optimisation on this basis increases production capacity – and consequently the cost efficiency of the filling machine.





From market research, pack design and optimisation of logistics to after-sales service: SIG Combibloc is a competent partner for its customers in every phase of a project.



19 Thinking ahead: Service.

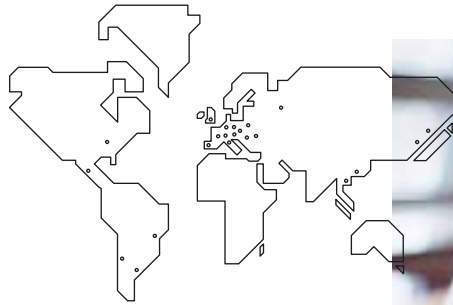
The shape of a pack that the consumer sees on a supermarket shelf is the result of a process in which SIG Combibloc supports its customers at all times. To ensure that the contents and the pack are joined together to create the best possible product in every sense of the word, SIG Combibloc has developed an integral, basically standardised service system for its customers offering a large range of useful tools, methods and services.

As and when required, cooperation starts with the development of a product: We are familiar with international markets and able to make proposals for innovative product concepts that promise success. We have developed a multi-stage method for designing optimal shapes. In a first step, we present a selection of possible shapes to the customer, which we subsequently discuss with him and modify if necessary. Feedback from potential consumers is of vital importance – simply because they have to identify with the product and make it "theirs". Three to five shapes are selected for a so-called "assessment test", in which they are judged on the basis of their external appearance and haptics. Each of these shapes is then subjected to a "handling test" for opening, pouring and reclosing. The winners of these tests finally have to pass a "shelf test" and stand up successfully against the competition on

the supermarket shelves. It goes without saying that we also advise and support our customers with more complex home-use tests and in test markets. The final result is the shape that is ideal for your product and brand – also from a logistics point of view. To this end, we have developed software to optimise shapes for most efficient pallet use. In addition, we can also help with the design of the facings: One of our departments creates designs which, in combination with the shape, give the look you are searching for.

At present, combishape is the only aseptic carton pack that allows you to express your brand identity with a specific shape. Why not make use of the opportunities offered by this?

If you would like to find out what combishape can do for you, just send us an e-mail or fax. Or even better – give us a call!



The direct connection.

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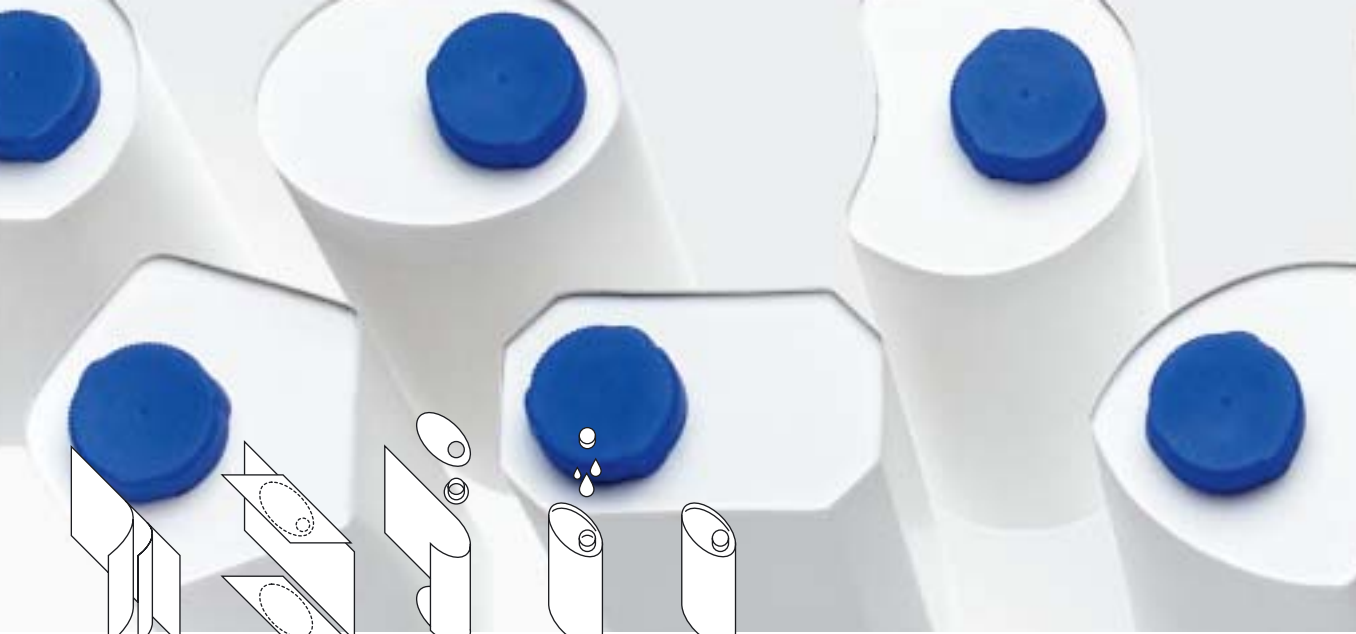
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