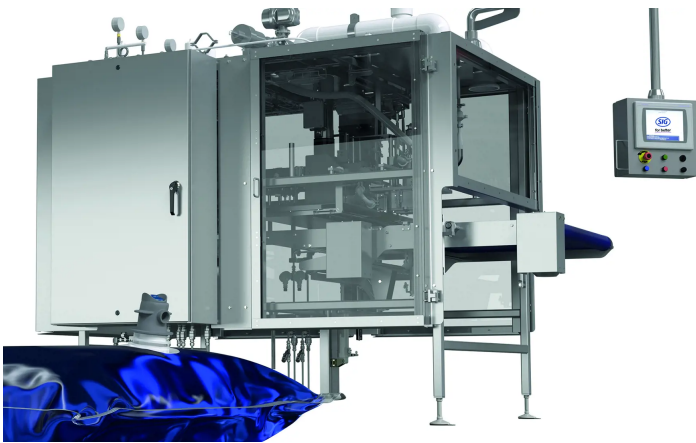


Saudi's Alesayi expands packaging and product portfolio with SIG

07 August 2024 | News

SIG will initially supply Alesayi Beverages with its SIG SureFill 42 Aseptic filling line, as well as 10L SIG bags using the SIG 2Pure Film



SIG will initially supply Alesayi Beverages with its SIG SureFill 42 Aseptic filling line, as well as 10L SIG bags using the SIG 2Pure Film

Alesayi Beverage Corporation, a leading beverage manufacturer in Saudi Arabia, is partnering with SIG to expand its product and packaging portfolio. Using a state-of-the-art SIG SureFill 42 Aseptic BIB filling system, Alesayi will launch exciting new products in hotels, restaurants and cafes (HoReCa).

For Alesayi Beverages this is a completely new entry into the business with products in bag-in-box packaging, relying on the expertise of SIG which is the global leader in BIB packaging. SIG will initially supply Alesayi Beverages with its SIG SureFill 42 Aseptic filling line, as well as 10L SIG bags using the SIG 2Pure Film, a one-layer film specifically developed for water and ideal for BIB applications, retaining a high water quality for up to a year without affecting taste. The 10L bags come with SIG OptiTap 2300 fitment, a self-closing thumb toggle valve for simple, intuitive and consistent dispensing of water and other beverages, offering convenience to consumers.

Mohammed Ali Alesayi, Chief Board of Directors and CEO at Alesayi Beverage Corporation: "This is just the beginning of our long-term strategic partnership with SIG, as we continue our ambition to become the number one food and beverage co-packer in the MEA region. We're committed to offering our customers SIG's unique portfolio of sustainable packaging solutions, including aseptic carton, bag-in-box and spouted pouch, as well as accelerating our sustainability roadmap."

The new BIB system will be located at Alesayi Beverages' new state-of-the-art production facility in Jeddah, which covers more than 98,000 square meters of built-up area.