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ASIA

Pomurske Mlekarne to Introduce SIG Aseptic Cartons with Full Barrier Protection and no Aluminium Layer in Slovenia

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As demand for aluminium-layer free aseptic cartons continues to increase globally, Pomurske Mlekarne, a key dairy producer in Slovenia, has partnered with SIG to launch its first milk product in SIG Terra MidiBloc Alu-free + Full barrier aseptic cartons.

With a strong history of launching products in SIG carton packs, this latest relaunch of Pomurske Mlejko 2.8 per cent low-fat milk with SIG Terra Alu-free + Full barrier packaging material marks a key milestone for the local dairy industry, offering full barrier protection with no aluminium layer.

Anthony TomaÅ¾in, Director at Pomurske Mlekarne: â??Throughout our 80-year heritage, weâ??ve been committed to continuously improving on quality and innovation. Our close cooperation with SIG has enabled us to be first to market in Slovenia with SIG Terra Alu-free + Full barrier packaging material â?? a pivotal move forward in sustainable packaging for the dairy industry and an integral part of our development as we celebrate our 80th anniversary this year. Weâ??re excited to launch our first Pomursko Mlejko product in the new alu-layer-free packaging material.â?•

By removing the aluminium layer from aseptic cartons, SIG has taken a significant step forward in reducing environmental impact and towards creating a regenerative food packaging system. SIG Terra Alu-free + Full barrier packaging material is made from more than 80 per cent paper (without closure). The aluminium layer is replaced with an ultra-thin polymer coating that protects products against oxygen, light, moisture and aroma loss. This innovation cuts the number of raw materials from three to two and significantly lowers the carbon footprint of multi-serve aseptic SIG cartons. The packaging material is suitable for a wide range of products, including dairy products, juices and plant-based beverages. Pomurske Mlekarne also benefits on the manufacturing side as SIG Terra Alu-free + Full barrier can run seamlessly on existing SIG filling lines, without compromising filling line performance. Switching between packaging material without an aluminium layer and standard packaging material is quick and easy at any time.

Jovana Pinter, Head of Sales South-East Europe at SIG: â??Our strong partnership with Pomurske Mlekarne demonstrates our shared values and commitment to always striving for better. The first launch of aseptic cartons made of SIG Terra Alu-free + Full barrier packaging material will offer consumers an even more sustainable packaging solution with no compromise on full barrier protection or shelf life.â?•