

# ADDING VALUE TO ARLA WITH SIGNATURE PACK



Find out how leading dairy brand Arla is meeting consumer demands and showing its commitment to sustainability with SIG's plant-based **SIGNATURE PACK**

## SUPPORTING SUSTAINABILITY

Arla Foods is one of the world's biggest dairy producers and recognised for its sustainable approach to dairy farming. Consumers of Arla's organic milk product in Germany – Arla BIO Weidemilch – are known to have a strong interest in sustainable products and packaging. The company therefore wanted a packaging solution that reflected the purity of the product, as well as the brand's commitment to make a positive impact on the environment.

## A FULLY PLANT-BASED PACK

For its 1 litre organic milk formats, Arla choose our innovative **SIGNATURE PACK** – the world's first aseptic carton pack 100% linked to plant-based renewable material. **SIGNATURE PACK** 100 cartons are made of 82% paperboard from FSC™-certified sources and 23% plant-based polymers through a mass balancing process. This means for all polymers used, an equivalent amount of bio-based feedstock went into manufacturing them. The pack is also aluminium free, while ensuring the same quality and safety. Ultimately, this means **SIGNATURE PACK** offers even more environmental benefits than a standard SIG pack – an impres-

sive feat considering carton packs are already the best-performing packaging solution in life-cycle assessments.

## A SIGNATURE STATEMENT

By using **SIGNATURE PACK**, Arla BIO Weidemilch offers a clear message to consumers – buying this pack promotes the replacement of conventional plastics from fossil fuels with certified and sustainable plant-based polymer materials, and helps reduce CO2 levels even further than standard carton packs. With **SIGNATURE PACK**, Arla can make a positive environmental impact, demonstrate their commitment to sustainable processes, create greater brand value, and build consumer trust.



With the value-added pack from SIG, we can demonstrate our commitment to transparency and our holistic approach to sustainability across the value chain.

Elise Bijkerk  
Marketing Director, Arla Foods Germany

## CONSUMER INSIGHTS

- 33% OF CONSUMERS now choose brands they believe are doing social or environmental good
- 72% OF CONSUMERS are willing to pay more for product packaging with sustainable benefits
- 21% OF CONSUMERS would choose brands that make sustainability credentials clearer on packaging

## COMPANY INFORMATION



**COMPANY:** Arla Foods  
**COUNTRY:** Germany  
**INDUSTRY:** Dairy production  
**EMPLOYEES:** 18,775 (global)  
**REVENUE:** €10.3 billion (2017)  
**WEBSITE:** arla.com

## FIND OUT MORE

Learn more about the sustainable benefits of **SIGNATURE PACK** at **sig.biz**