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# InFocus

SIG Combibloc Obeikan Corporate Magazine

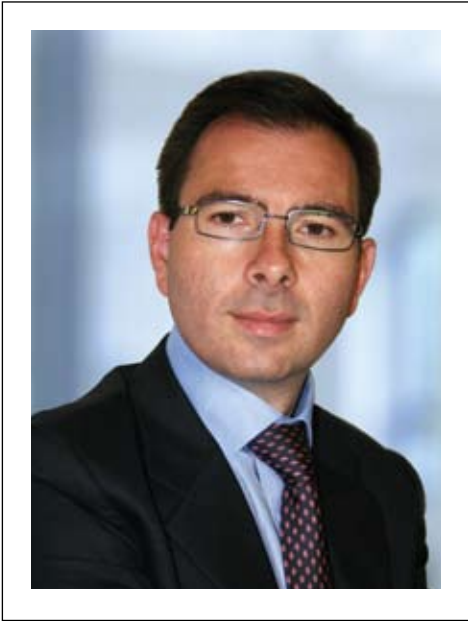
**Juhayna**

*Always something  
new for Egypt*

**Market Review**

*Algeria*





**Dear Readers,**

*The year 2009 is coming to an end and it was a challenging year for us. We launched the first high speed filling machine with a 24,000 output capacity. We presented 'drinksplus' a new product concept to the market, launched our company e-Newsletter and expanded our team to include even more passionate people to better serve you. None of this could have happened without your commitment and the trust you have placed in us as your business partner.*

*Now it's time to look forward. The New Year brings with it opportunities and excitement. We hope to be able to support you further and we have positioned ourselves to meet your every requirement. Our focus is and always will be – our customers.*

*The Food and Beverage industry is dynamic and competitive. Issues or obstacles may arise; we believe it is part of the growth process. You can rest assured that we will celebrate each accomplishment together and each set-back as an opportunity to learn and design better solutions. And on this note we look forward to another year of a fruitful partnership. We hope 2010 will be successful for you and your team.*

*All the best,*

A handwritten signature in blue ink, appearing to read 'DLG', written over a light blue rectangular background.

*David Le Guyon  
Sales and Marketing Director - Central*



Contents	Page
<b>Editorial</b>	2
<b>News</b>	
<b>Launch of CBOB e-Newsletter Annual IDF World Dairy Summit 2009</b>	4
<b>Feature: Juhayna</b>	
<b>Egypt's market leader Juhayna installs new filling machines for NCS D products.</b>	5
<b>Added Value</b>	
<b>Added value concepts: Redefining the Dairy Campaign</b>	6
<b>Market Research</b>	
<b>Market Review Algeria</b>	7
<b>Technology</b>	
<b>Commercial sterility checks on combibloc filling lines</b>	8
<b>New Products</b>	
<b>A round-up of new products</b>	9
<b>Contact Details</b>	
<b>Our Network in the region</b>	10

# Launch of CBOB e-Newsletter

In keeping with our commitment to improve our communications and thanks to your valuable feedback during the last customer satisfaction survey, we are pleased to have launched our online e-Newsletter this year – [www.cbobnewsletter.com](http://www.cbobnewsletter.com).

We hope to reach a wider audience with relevant information and increase the frequency of communications as well. The e-Newsletter will be mailed directly to your company email address. In the email or on the homepage of our e-newsletter website, you will find various topics of interest along with a teaser text. The topic of your choice will open on a separate page when you click the 'Read More' option. This page can be printed or sent to a colleague. On the left-hand side please also find links to our Global

SIG website, our local SIG Combibloc Obeikan site and customer magazine download options. You can also write to us using the 'Contact Us' option.

If you would like to be included in the online newsletter mailing list or provide suggestions on how we can improve our site further, please send us an email on: [info.cbob@sig.biz](mailto:info.cbob@sig.biz)



# Annual IDF World Dairy Summit 2009



SIG Combibloc exhibited as the gold sponsor of the IDF World Dairy Summit, 2009. This year SIG Combibloc focused the exhibitions' main topic on drinksplus, presenting the concepts and its unique capability to fill drinks with fruit or cereal particulates. The feedback was quite positive from the companies who attended the exhibition as the opportunities for unique flavors and product positioning with the drinksplus concept is numerous.

The annual IDF World Dairy Summit is the premier dairy event, taking place every year in a different country. It is the platform that unites all dairy industry segments to create a sustainable, profitable and expanding industry. Under this year's theme 'United

Dairy World', key players focused on the current crisis and how the industry could unite in contributing to a more successful and profitable industry for the future. This year 45 exhibitors presented their companies and topics. In total 1,500 participants represented business, politics and associations from 52 different countries.

# Egypt's market leader Juhayna installs new filling machines for NCSD products

*Beverage cartons and filling technology from SIG Combibloc make the future bright for a promising market, now focused on discovering and finding alternative sources to restore the quality of the economy without destroying that of the environment.*

Juhayna, a leading manufacturer of juice and dairy products in Egypt has opted for flexible filling technology from SIG Combibloc to most efficiently meet the future demands of the up-and-coming market in North Africa. Juhayna has built a new production plant at its manufacturing base in 6th October City, Egypt, where a total of five SIG Combibloc filling machines are now in operation. From now on, the company will be filling its 100 % juices, nectars and fruit drinks exclusively in carton packs from SIG Combibloc.

As well as the properties of the aseptic carton pack itself, which keeps products safe and soundly protected, the flexibility and performance of the filling machines were the key factors in Juhayna's decision to choose filling technology and carton packs from SIG Combibloc. In addition to the CFA 312 (combibloc*Slimline*), CFA 112 (combibloc*Mini*) and CFA 209 (combifit*Premium*) filling machines, the company now also has two innovative CFA 124 high-speed filling machines for the combibloc*Mini* format, which can fill up to 24,000 carton packs per hour, in operation at its new production plant in 6th October City. With its SIG Combibloc filling machines, Juhayna currently fills a range of carton pack volumes from 125 to 1,000 ml.

Safwan Thabet, CEO of Juhayna Group: "One of the main priorities for our company is to give the market - juice products that offer consumers premium quality and new taste experiences. In addition to consumer orientation, now more than ever it is efficient

production methods and machine systems that are the key criteria to be met if a food manufacturer is to develop a competitive advantage. In this respect, the modern high-speed filling machines from SIG Combibloc are an excellent solution. The machine capacity of 24,000 carton packs an hour means a clear reduction in costs. The state-of-the-art technological solutions of the filling equipment and the packaging solutions from SIG Combibloc will contribute to ensuring that we continue to lead the market in the long term".

Just seven months after the contracts had been signed, the first filled carton packs rolled off the production line and Juhayna is highly satisfied with the implementation of the joint project. The support provided by SIG Combibloc in implementing the project have gone well beyond simply supplying and installing the filling machines and putting them into service, says the Egyptian firm. Juhayna is the only company in the region to have a fully automated palletising system, and here too, SIG Combibloc was a key partner in getting the system up and running.

## Leading in the Middle East

Founded in 1983, Juhayna is now one of the leading food manufacturers in the Middle East, exporting its products to 48 countries. The company currently employs 3,000 people at six production sites and 20 sales offices. In Egypt, Juhayna is leading supplier in the fruit juice and dairy sectors, and the leading manufacturer of non-

carbonated soft drinks and dairy products in carton packs with market shares of 38 and 70 per cent respectively.

The company's fruit drinks and nectars are available under the brand names Juhayna and Bekheiro in Apple, Orange, Cocktail, Guava, Mango, Pineapple, Red Grape and Piña Colada flavours and are sold in combibloc*Slimline* 1,000 ml and combibloc*Mini* 200 ml with drinking straw. The 100% juices are available under the brand name Pure in Apple, Orange, Cocktail and Tomato flavours that come in combibloc*Mini* 200 ml and additionally in combifit*Premium* 1,000 ml.



# Added value concepts: Redefining the Dairy campaign

*Dairy companies are now launching innovative value added UHT dairy products that provide differentiation while meeting the demands of the modern consumer.*

Milk remains in high demand regardless of the demography – thanks to its highly nutritional and wholesome value. But with consumers demanding more choices and additional benefits from the dairy sector, alternatives are in demand. Natural and added value milk products like soy milk, lactose free milk and more have witnessed significant growth in the market recently making way for more innovative and exotic blends.



Almarai opened a new segment in the Middle East with lacto free milk. Following the trend of added value products, Almarai introduced the special milk for lactose intolerant consumers in combifitPremium, 1,000ml.

Lactasoy's calorie-reduced product Lactosoy Light plus collagen (Thailand) is enriched with collagen, vitamin E, calcium and iron and targets health-conscious women who look for additional value in their daily portion of milk.



'Added value' may relate to the health effects of the product, wellness aspect, the naturalness and new dimension of enjoyment with the consumption of the product. The drinksplus concept from SIG Combibloc incorporates all the above in one beverage! Consumers can feel and enjoy the sensation of real fruit or cereal particulates along with the healthy nutritious benefit of milk.

To meet the demand for consumer-oriented innovations Yili (China) launched the first UHT milk drinks containing large rice and wheat particulates – "Gu Li Duo" in



combiblocMini, 250 ml, offering consumers new taste experiences and an extra serving of good health.

According to market research, the health-consciousness of the modern consumer is clearly perceptible and growing world-wide exerting a major influence in sales. Increased focus on health related issues in the media and the easy access to this information has been a significant contributing factor world-wide in stimulating public interest in products that offer 'medical' benefits.

Brasil Foods S.A launched UHT dairy beverage with phytosterols in combifitPremium (1,000ml) under the brand name – Becel pro-active. The phytosterols in the dairy product help to reduce the absorption of cholesterol. Consumers are encouraged to include it as a part of a balanced diet and healthy living habit.



Children as a target group represent a major chunk of the market when it comes to the 'health and wellness' trend. To keep up with the new nutritious products available Dairy manufacturers provide the benefit of extra vitamins and minerals to promote healthy growth among children.

Vietnamese superbrand 'Vinamilk' has come out with 'Superkids', sweetened UHT milk with DHA. The combiblocMini packs are a perfect fit for kids and the outstanding ingredient DHA helps with brain development in the young ones.



The flexibility of the SIG Combibloc filling technology provides you with the capability of playing with different formats and volumes. This can even help you profit from a higher margin. There are endless opportunities with value added concepts and our filling flexibility. If you would like to obtain additional information, please contact your nearest SIG Combibloc Obeikan sales representative for more details.

# Market Review: Algeria

## Algeria Key Economic Indicators

Population	:	34.17 Million
Median Age	:	26.6 Years
0-14 years	:	25.4%
15-64 years	:	69.5%
65 years and over	:	5.1%
Population Growth	:	1.19%
GDP	:	\$ 232.9 billion
GDP	:	\$ 232.9 billion
GDP Real Growth Rate	:	3.5%
GDP Per Capita	:	\$ 6,900
Inflation Rate	:	4.5%
Currency	:	Algerian Dinar (DZD)
Exchange Rate	:	USD/DZD= 72.3
(22-November-2009)	:	Euro/DZD= 107.4

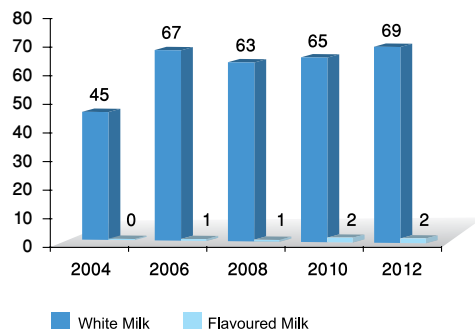


Source: CIA World Fact Book 2008-2009

## Algeria Ambient Liquid Dairy

### Product Type

in mil. litres

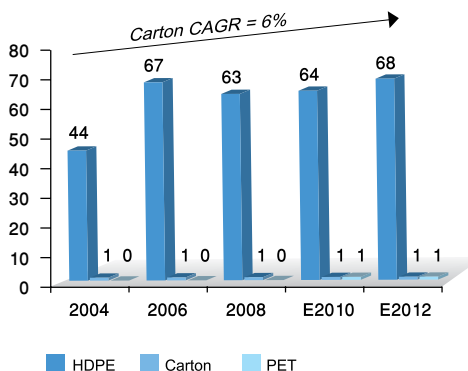


### Key trends & drivers

- Flavoured milk is a relatively niche category in Algeria with just one supplier "Tchin Lait" supplying flavoured milk in combibloc *Simline* 1000ml carton.
- Quality is a major advantage of ambient milk as the chilled products available are of questionable quality.
- Algerian market leans towards the fresh milk market which accounts to 94% of the total liquid dairy market. However, figures show huge growth for long life milk compared to short life since the last five years.

### Pack Type

in mil. litres



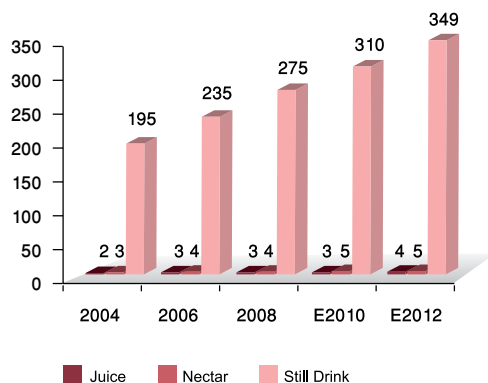
### Key trends & drivers

- Aseptic carton dominates the ambient milk market accounting for 99% of the market.
- Plastic pouch dominates the chilled milk market.

## Algeria NCSD Ambient Market

### Product Type

in mil. litres

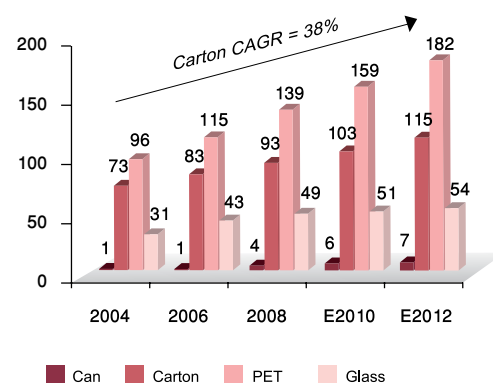


### Key trends & drivers

- Ambient juice and nectar is comparatively a niche market in Algeria, its growth is limited by the high price when in comparison with fruit drinks and lack of development activities by suppliers.
- Still fruit drinks dominates with 97% of total ambient NCSD.
- The market is cost sensitive, therefore product price is the contributing factor for growth rather than quality.

### Pack Type

in mil. litres



### Key trends & drivers

- PET has the leading share in the ambient NCSD market.
- Aseptic carton accounts for 33% of total aseptic NCSD and is steadily growing since 2004.

Source: IMES Algeria Report 2009

# Commercial sterility checks on combibloc filling lines

*Maintaining the quality of your product requires incorporating clearly defined testing protocols prior to first commercial production.*

In today's global marketplace, the quality and safety of food products have become a growing concern. The role of the Quality department in testing your machine and product has never been more critical, as companies face challenging issues including more stringent govt. regulations and preservation of their brand image.

The team at SIG Combibloc Obeikan has developed in accordance to international quality standards stringent tests that are customized to your requirements. Whether you produce high acid food or beverages (pH 4.5 and below) e.g. feta cheese and most fruit juices or low acid food and beverages (above pH 4.5) both categories go through 3 sterile tests on all combibloc filling machines. Only Baby food and Tomato paste go through separate tests as they have to adhere to special release standards.

## **The sterility tests at a glance**

Prior to the tests a complete CIP and sterilization is done on the upstream and the filling machines. The signal exchange between the upstream and the machines is tested and the machine is run with water instead of a beverage during the same stage. The first test with a beverage is done on 2000 packs. In the second test conducted on 4000 packs, the steam barrier system is checked by keeping the upstream sterile and running a CIP on the filling machine. A complete CIP followed by sterilization is done once again on both units before moving onto the third test. Here



the machine runs for an hour with the complete downstream. The last test can be done using your choice of beverage. The machine is then released based on the combibloc worldwide release standards.

## **Detection and quality**

Clearly defined sterility tests are indispensable in the overall safety and quality of your products. High acid beverages must be microbiologically analyzed for yeasts and moulds. For early detection of moulds, Apple juice is the preferred product on account of its clarity. When it comes to low acid food testing, tskimmed milk is considered the best product as there is no fat content and it allows for easy analysis of measophilic and thermophilic spore forming bacteria.

This article highlights a few of the protocols and quality measures our team of experts has designed to maintain a safe manufacturing environment for your SIG Combibloc filling lines. We believe in product and service excellence and this is why SIG Combibloc Obeikan has dedicated microbiologists and engineers to monitor and maintain the quality of your production unit.

For more information on our comprehensive quality protocols, please feel free to email our Cluster Quality Manager – Subin Jose on [subin.jose@sig.biz](mailto:subin.jose@sig.biz)

# New Products

## ABC introduces new dairy kids range with combiblocMini carton packs

Under the brand names – Juda Kids and ABC Junior, ABC'S new kids line has both flavored and full cream milk. Kids can get their daily dose of calcium from these delightful mini packs that is easy to hold and drink from.

**Format:**  
combiblocMini, 125ml

**Varieties:**  
Full cream, Banana, Strawberry, Chocolate



## Condensed Milk in cartons: a premier from Yemen Dairy & Juice Industries in the Middle East

Yemen Dairy and Juice industries launched unsweetened evaporated milk developed with vegetable fat (a healthier alternative to milk fat) under the brand name 'Yemeny Baby'. The evaporated milk is quite popular in the region and is a key ingredient in many sweet dishes besides coffee and tea.

**Format:**  
combiblocMini, 150 ml and 200ml



## Al Jabr's Rita drinks brings refreshment to Saudi Arabia with its fruit flavored drinks

Al Jabr Soft Drinks offers a variety of delicious fruit flavors to the Saudi consumers. Their refreshing drinks are available in 250ml combiblocSmall.

**Format:**  
combiblocSmall, 250ml

**Varieties:**  
Orange, Mango, Apple, Guava, Mixed Fruit



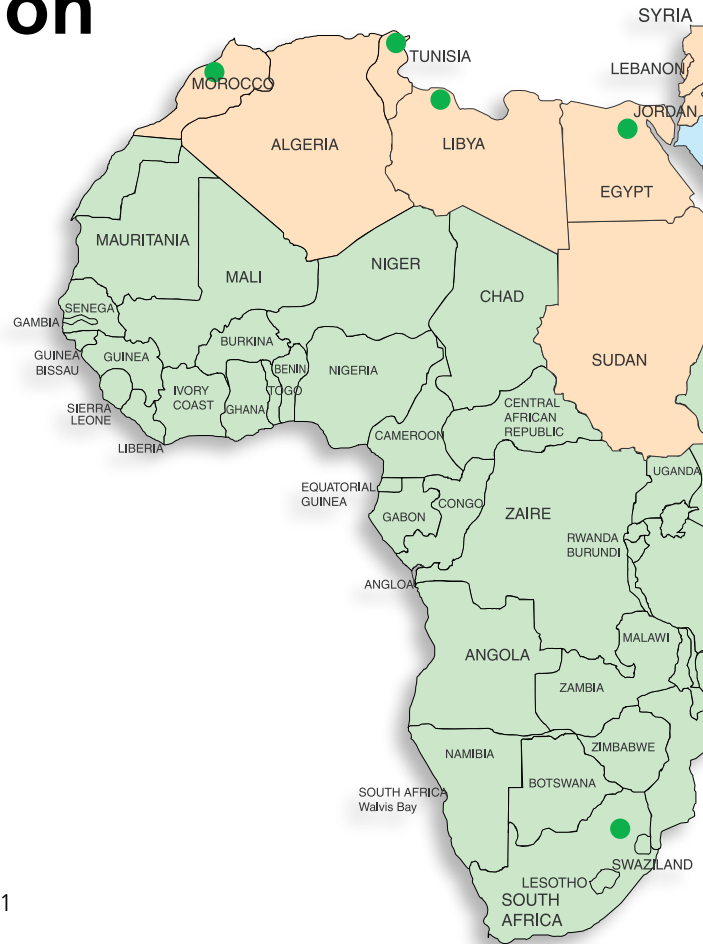
## Traditional Thick cream in 125ml carton packs from ABC

ABC extended its thick cream volume size to include 125ml combiblocMini. The product is used in a wide range of dishes from pastas to traditional cuisines. Their delicious thick cream range is also available in combiblocSmall 250ml carton packs.

**Format:**  
combiblocMini, 125ml packs



# Our network in the region



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