



Press Release

SIG Combibloc launches China's first FSC-labelled carton packs

March 2010. SIG Combibloc is now launching the first FSC-labelled carton packs in China. The label of the Forest Stewardship Council (FSC) is internationally acknowledged as one of the most recognised and most widely accepted verifications that the wood fibres used to manufacture a given product can be proven to originate from forests that are certified in accordance with the FSC guidelines, managed responsibly and to the highest standards or from other controlled sources. With the opening of the World EXPO in May in Shanghai, three varieties of the popular 'Guozhi'-brand premium yoghurt drinks of Inner Mongolia Yili Industrial Group Co., Ltd. will be on sale nationwide in the FSC-labelled carton pack combibloc *Mini* 250 ml from SIG Combibloc. With this progressive step, Yili Group is also practising the company's environmental-friendly concept and sustainable development strategies.

The issue of 'sustainability' has world-wide significance and is a focal point of global debate. Sustainable environmental initiatives have relevance also in the field of urban development and are therefore key ideas of World EXPO 2010, which has as its theme 'Better City, Better Life'. The World Expo combines the presentation of ultra-modern technological innovations with ground-breaking, internationally significant projects for sustainable environmental commitment. The fact that the World EXPO is taking place as a 'green' EXPO underscores the globally growing awareness that we must commit to effective initiatives in order to protect our environment in the long term.

Environmentally sound packaging

Karl Eagle, CEO of SIG Combibloc Asia-Pacific: "With China's fast-growing economy, its importance in respect to global environmental and climate protection also rises. We are very much aware of our responsibility. On this background, SIG Combibloc Asia-Pacific is very proud to join Yili as a strategic partner in taking a pioneering role in promoting sustainable en-

vironmental commitment in China. The launch of beverage cartons carrying the FSC label will make consumers and other companies and industries more aware of where the packaging comes from. Responsible forest management has an important role to play here”.

As from the end of 2009, SIG Combibloc is the first and so far the only manufacturer of carton packs, that is certified for a continuous chain of custody (CoC) at all its production sites world-wide in accordance with the criteria of the FSC. This certification means SIG Combibloc can now offer its customers all over the world carton packs that are permitted to bear the label ‘FSC Mix’.

Carton packs from SIG Combibloc are composed up to 75 per cent of wood fibre, which is obtained from wood, a renewable raw material. Ensuring that the principal raw material originates from responsible, exemplary forest management is a core element of SIG Combibloc’s corporate strategy. The FSC label on the beverage cartons is a clear confirmation to consumers that all the wood fibres used to manufacture the packaging, are traceable along the entire value-added chain – from labelled carton pack right back to forest of origin – in accordance with the FSC standards.

The Forest Stewardship Council (FSC) is an international, independent, non-profit organisation that is committed to promoting an internationally binding scheme for responsible and exemplary forest management. For this purpose, the FSC issues certificates for wood and wood products originating from socially and ecologically responsible forestry. The organisation has drawn up a checklist consisting of ten binding principles and 56 criteria for good forestry practice. The FSC label is the only quality label that is accepted and supported by all international environmental protection organisations.

SIG Combibloc is one of the world’s leading system suppliers of carton packaging and filling machines for beverages and food. In 2009 the company achieved a turnover of 1,260 million Euro with around 4,250 employees in 40 countries. SIG Combibloc is part of the New Zealand based Rank Group.

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