
Signature Pack wins Worldstar Packaging Award

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Signature Pack from SIG, the first aseptic carton pack 100 % linked to plant-based renewable materials, has won the prestigious international WorldStar Packaging Award, in the "Packaging Materials and Components" category.

One of the major events held by the WPO (World Packaging Organization), the renowned awards – which have been running for nearly 50 years – are judged by a distinguished panel of international WPO representatives, plus an International Packaging Press Organization member.

Signature Pack is a key milestone in the aseptic packaging sector, driving the replacement of conventional plastics from fossil fuels by certified and sustainable plant-based polymers, which are used to laminate the paperboard and to make the closure without compromising on the quality of barrier protection.

SIG carton packs contain on average 70-80 % paperboard from renewable wood sources. Additionally, in Signature Pack the polymers used for laminating the paperboard and making the closure are linked to plant-based material via a mass balance system. This means that for the polymers used in the Signature Pack, an equivalent amount of bio-based feedstock went into the manufacturing of the polymers.

One of the key attributes that elevated Signature Pack to the top of the judge's shortlist was the use of tall oil – a by-product of paper production – as the bio-based feedstock going into the polymers via mass balancing, as it doesn't affect staple food crops. To ensure the integrity of this process, the mass balancing is certified through internationally recognised third-parties.

Ace Fung, Global Product Manager at SIG, received the WorldStar Packaging Award on behalf of SIG: "This award is another great accolade for SIG and its ongoing commitment to going "Way Beyond Good" and to becoming a net-positive business. Signature Pack uses tall oil as the bio-based feedstock because it is a by-product of paper production, rather than a crop which requires land to grow. In doing this the polymer used to laminate Signature Pack has a 100 % link to plant-based material. This is a world first for aseptic carton packs and also a drive for a more sustainable future in the global packaging industry."

Signature Pack is a stand-out carton pack both in terms of providing added value to the beverage industry and satisfying growing consumer demand for sustainable packaging solutions. Signature Pack is one of the most pivotal innovations supporting SIG's Way Beyond Good ambitions to offer customers the most sustainable food packaging solutions and to becoming a net positive business by contributing more to society and the environment than it takes out – across the value chain.