

elotalk

News and views from Elopak's world of packaging

Issue No. 1-2006

- **Products**
- **Markets**
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- **Possibilities**



The complete Anuga FoodTec review
Leap into Elopak's world of more premium possibilities



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More Premium Possibilities



'I thought the Elopak stand the most extraordinary of the whole exhibition' – was the exclamation of one of many visitors to the Elopak stand at Anuga FoodTec 2006.

Anuga FoodTec is the key marketing event for Elopak. The main objective was to manifest that Elopak is living up to the promise of the slogan **'Offering you more premium possibilities'** and to position Elopak as a consumer focused company, taking the lead position in packaging solutions and innovations for premium liquid food brands. The stand was an impressive statement of this and clearly indicated: Elopak – expect **more**.

More places – the stand

This was Elopak's largest stand at Anuga to date, but it was its design and concept that has made the big impact with customers, journalists and also Elopak's competitors!

The main attraction of the Elopak stand was to create an 'experience' – **The Elopak Experience**. Elopak research shows a direct correlation between the consumer's positive or negative experience of packages in-use, the repurchase level of the brand and the perceived brand-value. This consumer intelligence clearly indicates that there is a need for packaging solutions that enhance and enrich the consumer experience, and that packaging is a more important element of the increasingly complex marketing mix.

The stand made a link between consumer trends and product innovations and in doing so an obvious point of difference compared to





A male acrobat appeared swinging with great power through the cascades of water demonstrating the branding strength of the iCone™ for premium products.

The beautiful performance of a female acrobat reinforced the key messages of elegant curves of Slim™, identifying with healthy active people.

competitor's exhibits. The increased number of marketing people visiting the stand, compared to previous years clearly proved this.

The Elopak Anuga Magazine – **Trends & Possibilities** – was central to this link. With conclusive reports on the key consumers trends and customer case studies, it demonstrates Elopak's

commitment to delivering the best packaging solutions for premium liquid food brands, and stimulates ideas and new concepts generating more business opportunities for premium brands.

The design and layout of the stand supported these key objectives with the introduction of product innovations iCone™ and Slim™, and the working demonstration of the new Pure-Pak®U-M100 Aseptic filling machine for Mini Diamond Pure-Pak® Curve portion pack. The stand provided clear and separate territories for each supporting Elopak's new brand management segment approach and successfully delivering each brand's own strategy to visitors. However, this did not detract from overriding consumer focused

concept of adding value to packaging through innovation.

The Elopak Experience - a 'show stopper'

This concept, Trends & Possibilities, brand innovation and Elopak's investment in consumer intelligence, all came together with the central show –**The Elopak Experience** – which was a real 'show stopper' for the whole Anuga FoodTec exhibition. Visitors were taken on a brief history of Elopak's role in the consumer's lives, from the development of the first milk carton to the latest innovations. Consumer lifestyles, trends and the emergence of new consumption patterns were all featured in a remarkable film experience, but it was a drummer hidden behind one

of the screens, that suddenly brought the show to life with great impact, at this point everyone's attention was grasped, but it was the wall of water through the centre of the theatre that brought gasps of astonishment from the audience. A male acrobat appeared swinging with great power through the cascades of water demonstrating the branding strength of the iCone™ for premium products. The beautiful performance of a female acrobat reinforced the key messages of elegant curves of Slim™, identifying with healthy active people.

Although representing the current consumer trends and the packaging innovations premiered at the exhibition, the show took consumers on a ride from the past, to the present and into the future –

reinforcing Elopak's absolute commitment to delivering value through innovation by constant investment in a consumer-focused strategy.

more = Innovations

It is the need for 'more' by the consumer that drives innovation. Consumers no longer just consume their milk and juice in the mornings at breakfast, the increase in snacking and the on-the-go trends have led to new consumption moments through the day, and more of them. The word 'more' is a positive and powerful word in itself, and it was deliberately integrated into the design of the stand so visitors were faced with 'more' – more people, more places, more moments and more possibilities, at every turn.

The overall open design of the stand had a central focal point, with a seating area



A small pond invited visitors to rest, meet and talk....

around a small pond. An invitation for visitors to rest, meet and talk, this water feature – alongside the wall of water in the show – was

also intended to highlight Elopak's expertise in dealing with liquid. They were specifically included to create an impression of humidity

throughout the whole Elopak experience creating a direct link with liquid strengthening Elopak's position in the food-to-drink segment.

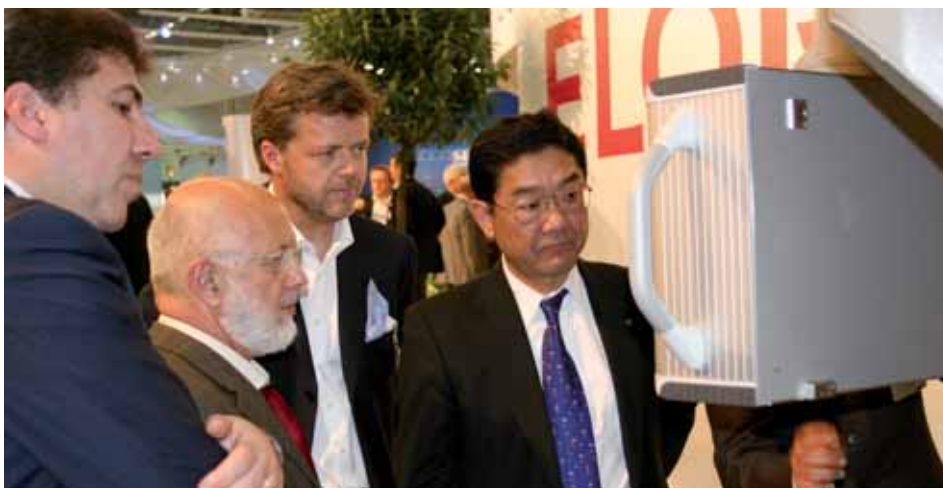
Technology Experience:

Garcia Carrion, the fast growing Spanish leader in fresh and ambient juice and quality wines, is relentlessly seeking high speed filling technology. Mr. Garcia Carrion challenges Elopak and Shikoku on delivering aseptic filling technology for both fresh and ambient stable products. Why expose

your premium juices to any kind of possible contamination? The success of Garcia Carrion on the international markets has been due to both price and quality.

By using Elopak aseptic systems, Garcia Carrion manages to offer the same level freshness and shelf life to English,

French and German consumers as to his Spanish customers. Compact high speed aseptic fillers with integrated cap application are the key to industrial solutions today.



Following the invitation of Market Unit Manager Iberia Finn M. Tørjesen; Shikoku President Mr. Ueda will demonstrate their latest aseptic filler for portion packs to Mr. Garcia Carrion.

On display

Tasting the experience – the product bars

As with previous years, being able to touch, feel and taste, and trial Elopak customers' products from around the world was central to the Elopak experience. Three product bars were focal points for visitors, for many reasons. To stop and reflect on the show, and to have the opportunity to experience juices, yoghurts, Vlas, iced teas, isotonic drinks, waters, whey drinks, soups, gazpacho and milks were sampled from over 25 different products.

Delivering the experience - product innovations

The clear message for the whole of Anuga FoodTec was innovation. Elopak introduced two key product innovations with the iCone™ and the

Slim™. The Diamond Pure-Pak® Curve Concept got its share of attention with special focus on Mini Diamond Pure-Pak® Curve portion pack products and new improved aseptic technology with the Pure-Pak®U-M100 Aseptic filling machine – all covered in more detailed separate articles on the following pages.

The aseptic choice for premium portion packs

A continual demonstration of the new Pure-Pak®U-M100 Aseptic filling machine was a key attraction to the visitors. Unveiled at Anuga, visitors were able to see a working demonstration with experts on hand to discuss bespoke solutions, answer questions and discuss technical options. Ole-Petter Trovaag, Director of Aseptic Systems said, 'This was

the busiest trade fair I have ever experienced, and the interest in our new technology was astounding. The Pure-Pak®U-M100 Aseptic was not seen as an upgrade, but as innovation for leading aseptic filling solutions. The integrated cap applicator and the ability to fill three different portion pack sizes at once were of significant interest in terms of the flexibility this provides. Very interestingly, visitors saw both the technology solutions alongside the aseptic packaging solutions of the Diamond Pure-Pak® portion pack and Slim™. It is very much seen as a system approach from Elopak Aseptic Systems. I think this demonstrates that our stand design, layout and approach was right – for the visitor it all fitted together and made sense with our key statement

to deliver more 'premium possibilities'.

The Super Model of all cartons – Slim™

The Slim™ demonstrated itself as a real star of the Elopak experience, and seen as a key aseptic innovation for the growing health and wellness trend that is now seeing key developments in new geographies including Eastern Europe and Asia.

Ole Petter Trovaag comments, 'The Slim™ got a lot of attention. It was viewed as a very elegant package, designed to create real associations with the consumer concern for body weight and body image. As such its key target market of women and the huge market potential in this area was seen to have found the ideal marketing tool and



packaging solution. Interest from both current and potential customers in all the Elopak Aseptic Systems was magnified by the intelligent innovation that is Slim™." For more information on Slim™ see pages 10 and 11.

The iCone™ revolution

At the other corner of the stand was the iCone™ revolution which generated a response of amazement and great excitement at the show. Visitors were able to view full working demonstration of the iCone™ filling machine, and discuss the development and commercial opportunities with experts.

Arne Mohn, Project Director for iCone™ commented, 'You could see the reaction in people's faces as soon as the show opened. Here was a carton packaging solution with the distinct character and branding potential that many see lacking with plastic bottles. The positive response

shows that the carton has more vitality and possibilities for marketing opportunities than other premium beverage packages. Reactions from both technical and marketing people show we have taken back the initiative with carton packaging and created a winning package solution for premium products for the healthy, added-value and luxury brand markets.' For more information on iCone™ see pages 12 and 13.

For more information on all our product innovations displayed and introduced at Anuga FoodTec as brochures, leaflets and pictures, please visit our website at www.elopak.com

Elopak owner Johan H. Andresen jr. visited Anuga for several days and summarizes his impressions:

"Elopak's customers have two major expectations; they want super efficiency and high perceived value for money in the eye of the consumer. For suppliers to this industry, living up to both expectations has never been easy, and most have settled for supplying efficiency in the processing, filling and distribution part of the value chain. The only combination which will achieve both is continuous improvements and continuous innovation – in parallel. I readily admit that Elopak has not always done this. Many of our improvements have been in



plant and filling machinery efficiency and not in innovation that helps our customers differentiate their own products. With iCone™ and Slim™ Elopak clearly states that we want to stand out from the crowd and that we believe many of our customers have the same desire – we both have the same goal: to offer more value and therefore create more value.



Expect more

Elotalk asked Executive Vice President Børge Kvamme, Head of the Anuga 2006 Project, for his impressions and summary after the successful event:

"Based on the continuous flow of feedback and strong responses that we have received from customers, we can now confirm that Anuga 2006 was a great success for us and exceeded all of our expectations. Anuga was a key event to position Elopak as a consumer focused company and as a company taking the lead position in packaging solutions and innovations for premium liquid food brands..

It was important for us to give the market the confidence that Elopak is living up to the promise of 'Offering More Premium Possibilities'. We wanted to demonstrate that

our four strategic pillars; consumer focus, creating value for our customer's brands, packaging innovation capabilities and a wider category approach to liquid food products are not just words to us and to visualize our value proposition "delivering best packaging solutions for premium liquid food brands, enriching and enhancing consumer experience through functional and emotional benefits".

Our two fantastic new innovative packaging concepts iCone™ and Slim™ were extremely well received and the feed-back confirms that Elopak's future focus on consumer passion and brand value is viewed extremely positively by the market. The Mini Diamond Pure-Pak® aseptic portion-pack had lots of positive attention and, from the feedback from visitors, we expect an increasing growth

in the booming snacking/on-the-go market.

We will continue to reinforce our innovation- and marketing focus and our ambition of offering more people, in more places, in more moments the most convenient and attractive packaging solutions for the healthy and tasty consumption of premium fresh and ambient products.

We are ready to take Elopak to places Elopak has never been before!"

Elopak President and CEO Bjørn Flatgård adds:

"Anuga FoodTec was an important event for Elopak. This year's exhibition manifested Elopak as a modern, trendy, innovative and consumer focused company. This was also clearly stated by our stand and 'Elopak Experience Show' which was

so different from everything else shown at the exhibition.

Our awareness and focus on different trends in the global marketplace are a great benefit and support to our customers in winning market shares and attracting consumers.

Meeting our customers here at the show strengthened my conviction that Elopak is on the right track, confirming us as a supplier of premium packaging solutions creating value for brands.

Through the introduction of our latest innovations – iCone™ and Slim™ we clearly state that we are a company in continuous development, committed to offering innovative packaging solutions to our customers and their consumers and to expect more from Elopak. Now it is up to us to deliver the promise."



Key Facts about Anuga FoodTec 2006

Platform No. 1 for the Food and Drink Industry

Anuga FoodTec is the international Trade Fair for Food and Drink Technology and brought representatives of the food technology sector from all over the world to Cologne for the fourth time from 4th to 7th April 2006.

Anuga FoodTec is jointly staged every three years by Koelnmesse GmbH and the German Agricultural Society (DLG).

Approximately 39,000 trade visitors from 146 countries attended Anuga FoodTec 2006, an increase of 13 per cent from the previous event. The proportion of visitors from abroad rose slightly to 55 per cent. Alongside experts from the EU countries, the trade fair primarily attracted more trade visitors from the growing markets of Eastern Europe, the Middle East,



Asia and North and South America. The substantial numbers of foreign visitors confirm the significance of Anuga FoodTec as an international trading hub.

With its cross-over approach, Anuga FoodTec is the only process-orientated trade fair in the world to cover all types of raw materials and aspects of processing, packaging, hygiene, storage and distribution in food and drinks production.

Elopak uses these synergy effects to reach all sectors of the food and drink industry at one event, while gaining access to new markets and target groups.

Vote of the customers:



Josef Horky from Market Unit Czech Republic and his customers from Olma Dairy tasted the range of products displayed at the product bars.

Mr. Geiger, Campina Germany:

The stand is fantastic, open, impressive – the Elopak Experience was very good and professional – all together a big positive impression.



Austrian customers from Alpenmilch Salzburg were very interested in Elopak's screw cap solutions. The stand was visited by most of the Austrian customers included Berglandmilch, Alpenmilch Salzburg, Stainz and Tirol Milch.

Mr. Bobák, Dairy TAMI, Slovakia

Good to see again how Elopak is ahead in carton innovations and to meet interesting people. The Elopak Experience was an impressive presentation and totally different to competitors, showing how strong and progressive Elopak is.



Mr. Troost from Friesland Foods, The Netherlands was introduced to Elopak's latest innovations by Elopak Vice President Stephen Naumann, Germany.

Mr. Teplý, Dairy Group Madeta, Czechia

iCone™ is a great innovation – supported by the impressive show.

Mr. Kappius, Stute Germany:

I am very satisfied and got a very strong visual impression, professional presentations and effects. I enjoyed the good atmosphere at the stand and the innovations are really interesting, Slim™ is a packaging solution for today's trends and the aseptic machine is very interesting.

Vote of the press:

'A different World'

Maureen Byrne, editor-in-chief, *Food and Beverage International* was one of the many journalists to attend Elopak's press conferences and enter the Elopak experience show. She reported on her own Elopak experience, she said, 'The Elopak stand was fantastic (in all senses of the word!). It was like stepping into a time capsule and being whisked off into a different world. It really reflected the spirit of innovation in the company, and I loved the waterfalls with the products superimposed on them.'

Ian Healey, editor in chief of *Food Marketing & Technology*, and *Drink Technology & Marketing*, said, 'I found the Elopak stand the most extraordinary in the whole exhibition. It was lively as well as being completely informative, with something to try (soup) as well as something to look at (machines!). I think the iCone™ could be a real winner, and I suspect the Slim™ carton will also be strong.'

Introducing Slim™ the Super Model of all Cartons



Elopak introduced the super model of all cartons at Anuga FoodTec 2006, with Slim™. Modern, elegant, distinctive, the new Slim™ is a design evolution that creates harmony between product and lifestyle

With its tall and lean design, Slim™ communicates extra benefits and triggers a strong emotional response amongst health, fitness, and weight conscious consumers. The combination of the gable top, the slender body and the long Slim™ curve makes it a very harmonious pack.

Consumer trends

Health, wellness and weight control are some of the key mega brands that Elopak is addressing through its portfolio of packaging solutions. A large majority of men and women of different age groups recognize that weight management is a major issue in their life and that food-to-drink is directly related to health, weight, and fitness. Research indicates that two thirds of European women deliberately manage

their weight daily to look and feel healthier. For both men and women, these trends have created massive opportunities for added-value beverage and food-to-drink products that are harmonious with these lifestyle choices.

Slim™ a powerful response for health conscious consumers.

Consumer research by Elopak shows that Slim™ delivers added values of health, fitness and different emotions as it relates to wellbeing when compared to other packaging options. Consumers said that it was 'nice' and easy to pick-up and hold, because of its thin design which provides a better, ergonomic grip for women and children who have smaller hands, as well as older people.



Slim™

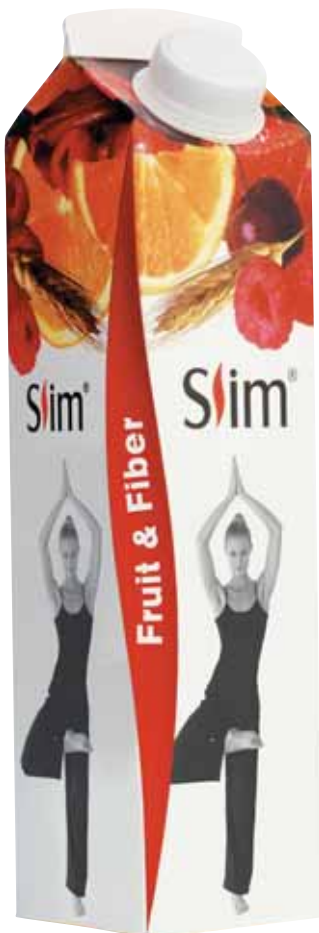
supports premium price positioning and research suggests a greater price elasticity for brands marketed in Slim™, when compared to traditional packages.

Slim™

maximizes shelf-impact for premium brands and is more likely to be noticed vis-à-vis other competing brands because the packaging height, combined with the slender body, is very distinctive

Great communication vehicle

A strong intent to buy by consumers was enforced by the communication benefits of the curved panel blended with a totally unique shape. The tall design of the Slim™



More effective logistics

With its smaller footprint of 65 x 65 mm, Slim™ provides an effective logistics benefit, with the ability to fit more cartons on a pallet. As the smaller half and quarter EURO pallet is getting more common with retailers in Europe, this space saving advantage provides real cost efficiencies.



creates an elongated, thin curve panel which forms a very powerful communication vehicle for health benefit messages. To the consumer, the association of the thinner curve and shape with health and weight control messages makes sense – it fits. This creates a very effective and credible communication tool that strengthens brand values and stands out on the shelf.

It is these attributes of Slim™ that enables food producers to individualize products to target specific markets where consumers want more tailor-made products with added values that respond to their needs and their lives.

System flexibility

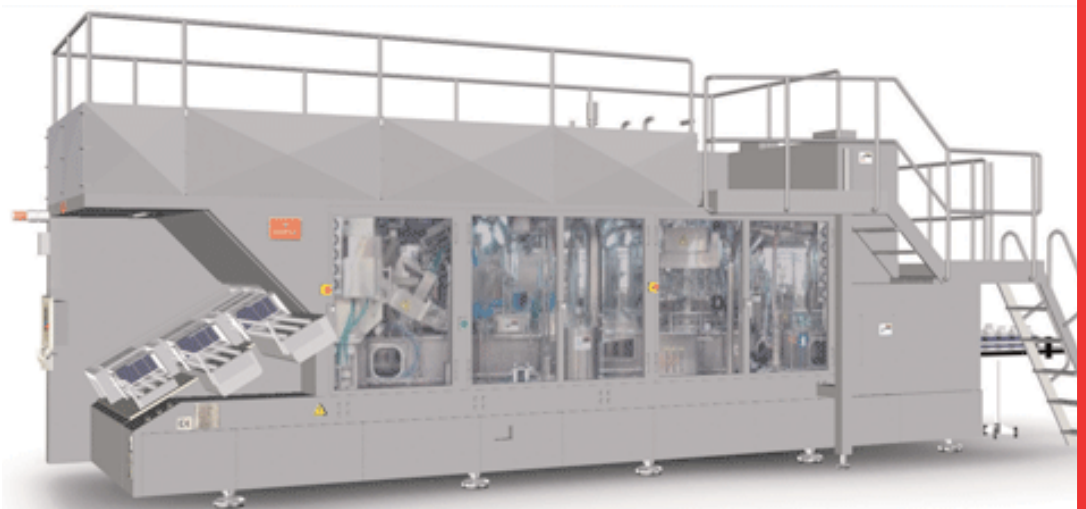
Slim™ is introduced to the market place in pack sizes of 500, 750 and 1000 ml. These cartons are produced on the Slim SK-S80 Aseptic filling machine with a capacity of 8'000 pack/h. The machine technology is based on the well-established Pure-Pak® U-S80 Aseptic machine platform. It represents an economic solution that creates added-value to aseptic brands.

Marketing mix

As more studies show a direct correlation between purchase intent and positive consumer perceptions of packaging, so marketers across Europe are

placing higher importance on packaging solutions as part of the marketing mix. Seen as more critical to a product's proposition is the emotional value placed on packaging. If a consumer can identify with a product that attaches value to their personal lives, then they are more likely to pay a higher premium, and exhibit brand loyalty. This truly is an exceptional package and generates a new strong ambient proposition for juice, dairy and food-to-drink products – it is the super model of all cartons.

For more information about Slim™ please contact Øyvind Stampe at Elopak Corporate Offices; oyvind.stampe@elopak.no



Introducing iCone™ – A revolution in Packaging



Elopak introduced iCone™, a new packaging solution to transform premium beverage and food-to-drink brands into a new generation of premium fresh and ambient products – taking premium to places where premium has never been before. iCone™ is a World revolution in packaging, combining the best of strong functional benefits and emotional values, in a uniquely designed coned shape.

Brand exposure on the large flat surface of the front panel maximizes consumer brand impact and recognition creating outstanding differentiation that enables manufacturers to advance brands to new, higher premium levels.

In consumer tests conducted in the U.K. and France, iCone™ recorded very high consumer interest and purchase intent; with 89% and 78% of consumers stating iCone™ is unique and different. Tests indicated superior ratings for functional benefits of ease of handling, pouring, opening, reclosing, stability,

unbreakability and storage. Furthermore, iCone™ is seen as a fresh, premium, smart, modern, original, good-looking and qualitative package.

The consume's choice

Research confirms that consumers who are satisfied with products in use are more likely to repurchase and be brand loyal. All market and research intelligence points iCone™ to be one of the most powerful package solutions for brand marketing and growth in Europe today.

iCone™ comes in various sizes, including the portion

● Introducing
iCone™

pack. iCone™ portion pack is ideal for brand extensions into new distribution channels such as hotels, gas stations, leisure and catering outlets, which represent a key source of volume growth.

The extra high purchase intent recorded for iCone™ indicates that consumers will pay more for this package and will buy it more often - representing significant volume and premium pricing opportunities. It is the champion of all premium beverage and food-to-drink packages, giving the inspiration for a whole new generation of premium brands.

The design styling of iCone™ provides a footprint that fits

perfectly into a car cup holder, and the sturdy grip of the coned shape makes this package ideal for the mega trend and growing on-the-go market.

iCone™ also offers the Diamond shape feature as an option, which makes it easier for consumers to drink directly from the pack. Both the asymmetric and the Diamond shape allow for the large Elo-Cap™ XE - the best cap system on the market today.

The coned shape also provides an environmental benefit, as less paperboard is used, and a thinner grade of board is required to provide the same strength and sturdiness as standard cartons. This will bring both costs savings, in reduced and less expensive materials, and a key corporate environmental statement.



Integrated machine technology

In conjunction with a state-of-art Italian machine builder, Elopak engineers have developed a highly integrated form-fill-sealing machine which will be completed for commercial sale in spring 2007.

Demonstrated at Anuga FoodTec was the filler section of the machine with a nominal capacity of 10'000 packs/h. In the first stages, pack formats of 500, 750 and 1000 ml will be available.

For more information about iCone™ contact Arne Mohn at arne.mohn@elopak.it.

Elopak is taking premium to places where premium has never been before with new iCone™.



The Diamond Pure-Pak® Curve Concept

A consumer driven packaging solution

The Diamond Pure-Pak® Curve is one of the most harmonious and well-balanced packs in the market today. It combines the benefits of the Pure-Pak® carton with the Diamond top and the Curve panel.

The challenge for premium brands today is to stay innovative, maintain superior quality and remain the best product in the market. The Diamond Pure-Pak Curve carton meets all important criteria required to be able to distinguish brands and make brand impact.

Diamond Pure-Pak® Curve Concept is the right packaging solution for extending distribution into new channels. This is especially true of premium brands currently using the Pure-Pak® packaging solutions as it provides product line-up consistency and reinforces the overall brand image that will naturally be transferred into the traditional channels.

Studies show a direct correlation between packaging, brand repurchase and loyalty. Marketers across Europe are going back to basics to rediscover that packaging is one of the most critical parts of the marketing mix as repurchase and loyalty translate into sales, supports premium price position, and enables a reduction of brand marketing expenses for a higher brand net contribution.

Classic and modern – ideal for line extension

The Diamond Pure-Pak® Curve carton is a true evolution of the Pure-Pak® product line maintaining the important intrinsic value of the Pure-Pak® Classic carton but adding on modern features to enhance branding impact and ensure optimal convenience. Existing equipment can easily be adapted to produce Diamond Pure-Pak® Curve cartons. The Diamond Pure-Pak® Curve carton clearly supports premium price positioning.



Designed to be Desired



- The Diamond Pure-Pak® Curve Concept from Elopak combines innovative design and carton technology. The result is a totally unique shaped carton with an extra eye catching curved panel for featuring selling point messages.
- The extended top panel gives extra space for a wider, bigger screw cap offering absolute convenience and functional benefits of a better grip and bigger pouring opening.

The Mini Diamond Pure-Pak® Curve Carton

A portion pack to drive brand growth

Consumer research tests carried out by Elopak show that the Mini Diamond Pure-Pak® Curve portion pack provides a superior, but familiar Pure-Pak® shape which increases premium fresh perception.

The Diamond shape enables a better flow of product and the Curve panel, in addition to helping communicate brand messages, is perceived by consumers to bring a more ergonomic grip. The exclusive large cap provides increased functionality with improved pouring, easier opening and closing, all of which make a better usage experience and builds positive emotions and perceptions of brands.

The Mini Diamond Pure-Pak® Curve provides a huge step into the portion pack market. The 250ml Mini Diamond Pure-Pak® Curve won versus all competitive alternatives on purchase intention and overall evaluation in consumer tests. It is now available with Elopak aseptic technology.

The Mini Diamond Pure-Pak® Curve portion pack is a consumer-led packaging solution that takes premium image to new levels with key functional and emotional benefits, and has already delivered significant brand values for several European markets.



How they consume products affects how consumers buy them, and as portion packs are often consumed alone, out of the home and during leisure activity, they tend to

be purchased outside the supermarket. This has created new distribution channels such as gas forecourts, hotels and cafes, and created new lucrative markets.



"Packaging innovation must be driven by consumer trends to build brand values across the food-to-drink category. The unique shape of the Diamond Pure-Pak® Curve Concept appeals to premium brands because it simply delivers what consumers expect – a great experience of the brand in-use."

The aseptic choice for premium portion packs

In a market where there are increasingly wider distribution channels, aseptic technology is a must-have for portion packs. The new improved Elopak aseptic Pure-Pak® U-M100 Aseptic filler was unveiled at Anuga FoodTec. It is an unrivalled, market leading aseptic filling machine solution for the Mini Diamond Pure-Pak® Curve portion packs. This is a high speed, flexible, operator friendly and cost effective production tool for manufacturers of liquid foods.



An integrated cap applicator, mounted on the mandrels inside the machine saves both space and costs and generates significant production cost efficiencies.

The flexibility in terms of scheduling options this provides is unequalled, as is the efficiency offered for space saving and costs. This machine provides an economical solution as a response to the high speed demands for the dynamic and huge portion pack market world-wide.

This is effectively three machines in one, running three separate lines for the filing of up to three carton sizes at any one time.

Market leading aseptic technology

The Pure-Pak®U-M100 Aseptic is a new innovation for leading aseptic filling solutions. This is effectively three machines in one, running three separate lines for the filing of up to three different carton sizes either independently or simultaneously. This gives the modern production manager more scheduling options to meet daily production targets.

With a high speed maximum capacity of filling 10,800 cartons per hour, and the ability to fill three sizes – 250ml, 330ml and 500ml – of the Mini Diamond Pure-Pak® Curve cartons, the Pure-Pak®U-M100 Aseptic sets new standards in aseptic production.

Full sterilization of the package is achieved with the minimal use of hydrogen peroxide in combination with UVC light. Sterility levels

achieved are well within international food standards. This machine provides an economical solution as a response to the high speed demands for the dynamic and huge portion pack market world-wide.

The Pure-Pak®U-M100 Aseptic is an unrivalled, market leading aseptic filling machine for Mini Diamond Pure-Pak® Curve portion packs for 'on-the-go' and single serve product convenience.



For more information on the machine or Elopak Aseptic Systems please contact Ole-Petter Trovaag, Director Aseptic Systems at

Focus on Portion Packs

More moments of consumption

ELOPAK offers more people, in more places in their life, in more moments of their day, the most convenient and attractive packages for the healthy and tasty consumption of premium fresh and ambient products.

Socio demographic trends and changing consumer needs across Europe have had a crucial impact on the consumption patterns. The growth of single person households, working women, and the ageing population have made the size or portion of products central to consumer appeal – giving rise to a massive market.

Key consumer trends such as the demand for fresh healthy products, everyday snacking and the on-the-go drinking all require that premium brands offer products in the right sized portion. Consumers demand specific functional and emotional benefits from portion packs – easier to hold, to drink from, easy to open and re-close with no leaks. The positive experience of the portion packs in-use is pivotal to developing brand loyalty and product repurchase.

A significant business opportunity

It is estimated that, in Europe, the food-to-drink category accounts for 10-12 billion portion packs with annual

growth of +3%. Portion packs are consumed by more people, in more places, and in more moments of their day. They represent a significant business opportunity building brand equity of premium brands, addressing key consumer trends, generating volume growth – with a particular focus on new distribution channels and pursuing higher sales and net contribution via higher consumer prices.

The juice portion pack market in Europe, in new distribution

channels, stands at 4.3 billion portion packs a year with an annual growth of +5%. These environments are more qualitative than traditional retailers and discounters, with no place for economy and own label and where products are less sensitive to price.

New meal occasions

As social parameters change, so new behaviors emerge that give rise to new consumption trends. The most significant sign of change for the food and drink industry is the decline of traditional meal

times. What we see emerging is new moments of consumption and a change in attitudes to meal occasions.

Greater time constraints, loss of cooking skills, increased awareness of health and greater emphasis on leisure have reshaped the evening meal occasion. This has given rise to the demand for ready and prepared meals, quick snack meals and an increased consumer spending on foodservice.



A solid track record

Several European customers have articulated strategies for addressing new consumer needs and have successfully adopted Mini Diamond Pure-Pak® portion pack as a key part of their marketing mix.

As an evolution and modernization of the Pure-Pak® premium values, the Diamond Pure-Pak® portion pack family promotes natural freshness and quality, enhances branding impact and creates brand value. With its distinctive curved panel for optimal branding and USP visibility, this innovation provides the right package for transferring brand values into the portion pack market and building overall brand equity

Spain

J García Carrion in Spain re-launched its Don Simon Natural Soups in 250ml and 330ml Mini Diamond Pure-Pak® Classic cartons – a convenient microwaveable, EVOH pack. This is the perfect portion pack for lunch and snacks. For Garcia Carrion, Mini Diamond Pure-Pak® Classic portion packs present a response to the demand for single serve portions for snacking and meal replacement and enhance the fresh, natural premium brand values.

In 2005, Mercadona introduced its own brand of soups Hacendado in 330ml Mini Diamond Pure-Pak® Classic portion pack. This offering was expanded with a three pack of products, at the same price as a 1 litre pack, and targeted at the single consumer. By providing 1litre of product in three separate cartons, the fresh quality of each serving is conserved and offers the single consumer the same experience of freshness of a family pack.



As the trend for health and wellness continues to spread, so too does the demand for more convenient ways to consume healthy products. High Effort from Hero in Spain, launched its isotonic sports drink in 330ml Pure-Pak® portion pack cartons in 2001 to provide an ideal pack for people who play sport regularly. Also in Spain, Bi-Solán functional juice was re-launched in May 2005 in 330ml and 500ml Mini Diamond Pure-Pak® Classic carton to provide an easy to grab and go pack for this premium health drink.



Portugal

Fullprotein, the world's first ready-to-drink egg protein supplement was re-packaged in 250ml Mini Diamond Pure-Pak® Curve cartons in addition to 1 litre Standard Pure-Pak® Classic carton option. Ideal for consumption in the gym, Derovo believes that the portion pack solution from Elopak will help achieve this product's full potential in conquering new markets.



Canary Islands

Sandra liquid yoghurt from Sialsa in the Canary Islands was launched in 250ml Mini Diamond Pure-Pak® Curve cartons. Sandra is marketed as a healthy kids product for on-the-go consumption, and required an easy to use and kids-size portion, and the portion pack is also perfect as an in-between meal for also for health conscious people and small households.



Austria

In a market where the demand for health and wellness, tut gut Lecithin from Alpenmilch Salzburg is a specific health product for a specific market. Containing Lecithin which aids memory loss, this is the first product targeted at the older consumer. Launched in 330ml Mini Diamond Pure-Pak® Curve in June 2005, specific differentiation to highlight the health benefits and an easy package to hold for senior hands were key strategies, but as older consumers demand smaller portions – the solution from Elopak was ideal.



Swiss switch to Curve

COOP's own-brand of ambient juices, iced-teas and also wine, will be repackaged in one-litre Pure-Pak® Curve cartons across Switzerland in May 2006.

In conjunction with co-packer Unidrink, this change shows a marked upward progression from 'brik-style' packaging, through the Pure-Pak® Classic carton and now onto a more sophisticated style of packaging aimed at targeting the cosmopolitan COOP customer of the future.

First for Swiss juice

COOP's co-packer, Unidrink, formerly known as Pomdor, has a long-standing working relationship with Elopak. Thanks to initiative and teamwork from all three companies, for the first time a Pure-Pak® Curve carton will be used to package ambient juices and iced-teas in Switzerland. Elopak outperformed all other gable top carton competitors and won a 3-year exclusive contract with COOP for a total of 70 million cartons.

The new-look, fifth panel afforded by the Pure-Pak® Curve carton provides a unique design point of difference which is aimed at elevating the image of COOP's own-label merchandise to the same status as that of some of the bigger brand-names. With it, the COOP's own-brand juices and iced-teas get a fresh, new, on-shelf appearance and a more premium look, together with the added convenience of a Pure-Twist® U cap supplied by Terxo.

Goodbye to 'block'

The 'brik-style' packaging which many consumers associate with commodity product and basic pricing has now been superseded. For

COOP is Switzerland's second largest retailer, behind Migros, with 1,400 outlets and more than 44,000 employees. The group is a new member of 'Coopernic' – a cross-European alliance with Belgian Colruyt, CONAD (Italy), Leclerc (France) and REWE-Gruppe (Germany). Together they have a total turnover of 96 billion Euros. This new alliance is aimed at building greater power when negotiating price with the key brand name suppliers. COOP is also Switzerland's clear market leader in the areas of green and fair-trade produce.



"COOP recognizes that a more premium look is particularly welcomed by today's consumers, because we all want to provide our 'nearest and dearest' with a really high-quality-looking product – especially important when impressing and entertaining friends and family at home!"

today's consumer, the new Pure-Pak® Curve carton brings with it a special eye-catching look to the breakfast or dinner table. COOP recognizes that a more premium look is particularly welcomed by today's consumers, because we all want to provide our 'nearest and dearest' with a really high-quality-looking product – especially important when impressing and entertaining friends and family at home!

quality is UV-Flexo, with B-Style carton cross section and Alu board type.

COOP's repackaged own-label ambient juices and iced teas are to be sold in all COOP shops across Switzerland, including COOP's own petrol station forecourt outlets. Distribution is ambient with a 12-month shelf-life. Print

For more information contact Amedeo Scapin at our office in Switzerland; amedeo.scapin@elopak.ch

Quality for Greek infants

In Greek consumer studies, the Diamond Pure-Pak® Curve carton was ranked number one for 'innovation' and 'original shape', underlining Delta Dairy's choice to select it for the re-launch of its Advance enriched milk for infants and toddlers over one year old.

A key factor in the packaging decision was the larger Elo-Cap™ XE opening, which facilitates tighter closing, makes it easy to pour, and allows the consumer to see the contents inside the carton.

Advance milk drink is a fresh, pasteurized milk specially formulated to aid healthy growth in infants and toddlers aged between one and three years of age. In tests, the new fifth panel - a unique and innovative design which offers 'on-shelf stand-out' - appealed to retailers and consumers alike. Results show that the additional panel makes the carton easier to grip and hold whilst enhancing on-pack communication at the same time.

Fresh to market Advance's unique selling point is its quality - containing milk sourced only from the best-fed breeds



of Delta-owned cows and pasteurized within 12 hours of milking time.

Thanos Theodoratos from Tesco Engineering, Elopak's partner in Greece, says, "For Delta, Pure-Pak® technology provides the best protection from light, maintaining the vitamin content, shelf life, taste and overall freshness of milk, creating what they call the 'Delta Fresh Box.'"

Advance was repackaged in one-litre Diamond Pure-Pak® Curve cartons with Elo-Cap™ XE closure in October 2005.

For more information contact our office in Greece at Thanos Theodoratos ant@tesco.gr.

Health & Wellness a balanced lifestyle

The global mega trend for Health & Wellness has created a more discerning consumer who demands premium products that support a balanced healthy lifestyle. The consumer is

seeing a massive influx of new product innovations and added value products which claim to improve our health and wellness. And, the consumer is more than willing to try them as he/she becomes more aware of health issues connected to food intake. This interest sparks from many external drivers including increasing health costs, an ageing population and changes in lifestyle and image. What the consumer demands now is healthy nutritional, natural food that helps them to stay fit, prevents illness and gives a sense of wellbeing.



Live L.i.f.e to the full with Lattella



Following on from the popularity of the Atkins diet, the GI diet is now the latest trend with consumers hoping for a solution to their weight-loss worries. Lattella L.i.f.e, launched in Austria in 2005, is a functional whey drink that taps into this demand for foodstuffs with a low glycaemic index (GI).

The glycaemic index ranks foodstuffs according to their effect on blood sugar levels. Low GI foods produce only small fluctuations in blood glucose and insulin levels, which is thought to be a key factor in reducing the risks of heart disease and diabetes, and in maintaining sustainable weight loss. In addition, Lattella L.i.f.e's whey content incorporates all of

the constituents of milk, has a high mineral content, important vitamins and is almost fat free.

Lattella L.i.f.e has a unique composition that ensures that blood sugar rises slowly and falls gradually to help the consumer feel full for longer. The low insulin release slows the body's fat storage process and helps burn stored body fat. The long-term aim is that a healthy lifestyle and diet, combined with Lattella L.i.f.e., can lead to an enhanced metabolism and improved weight control.

Available in two flavours; 'guava, pear & cowberry', and 'kiwi, papaya & lime', Lattella L.i.f.e. is packaged in 500ml Mini Diamond Pure-Pak®

Curve cartons with a Pure-Twist® cap. Thanks to the unique shape of the Mini Diamond Pure-Pak® Curve carton, retailers benefit from an attractive product with on-shelf stand-out and a three-month shelf-life. The Mini Diamond Pure-Pak® Curve carton was selected to offer health conscious consumers a handy portion pack with a new-look, for on-the-go consumption.

For more information contact Johannes Gaisbauer at our Market Unit in Austria; johannes.gaisbauer@elopa.k.at and visit the website of Lattella at www.life.lattella.at



In Norway, where tap water is considered to be of very high quality, the market for less carbonated and light soft drinks is still the key. The continued consumer demand for light, low-calorie, sugar-free and less carbonated drinks means that this sector is enjoying healthy sales.

Many sectors of the soft drinks market are currently affected by increasing consumer health-awareness. As a result, sales of bottled water have taken off around the world, with sales figures since 2004 now just as big in winter as during the summer. This underlines the belief of many that bottled water is gradually becoming a substitute for tap water.

With no added sugar and with a great taste, isTe Lett is a light, healthy drink containing only two calories per serving.

Consumers vote for health

To tap into this trend, FellesJuice AS launched isTe Lett (Iced Tea light) in February 2006. isTe Lett is packaged in 500ml Mini Diamond Pure-Pak® Classic carton with Pure-Twist™ U closure, and available in pineapple or peach. With no added sugar and with a great taste, isTe Lett is a light, healthy drink containing only two calories per serving. isTe scored well in consumer taste tests prior to launch. Aimed at both the young and old, the Pure-Twist cap provides added convenience for the "grab and go" sector of the market. isTe is sold in shops, petrol stations and kiosks, for health-conscious consumers on the move and has a shelf-life of 60 days.

Sales of soft drinks in Norway are expected to show positive and dynamic growth over the next three years, with the market as a whole expected to grow by 6% by 2009. Manufacturers are expected to continue to target consumers with active lifestyles. isTe Lett is a great example of a modern lifestyle product that does just that.

For more information contact our Eivind Nordlid at our Market Unit in Norway at eivind.nordlid@elopak.no and visit the website of Tine www.TINE.no

News in Brief

Sweet sensations sugar moves into Pure-Pak® Curve

Sugar has become yet another food type to reap the benefits of being packaged in the Standard Pure-Pak® Curve carton.

Azucarera Española, the number one sugar producer in Spain with 80 per cent of the market, has become a new Elopak customer, with the launch of two different types of sugar packaged in Standard Pure-Pak® Curve cartons. Azucarera white sugar is packaged in one-litre Standard Pure-Pak® Curve carton and Elo-Cap™ UP and Azucarera brown sugar is packaged in one-litre Standard Pure-Pak® Curve carton with plastic window and Elo-Cap™ UP.

Launch activity has included a television advertising campaign to run between April and August 2006, which targets all consumers, together with promotion at 'Alimentaria', the largest food exhibition show in Spain.

The customer selected the Standard Pure-Pak® Curve carton thanks to the larger cap which allows easy pouring of the

sugar and the opportunities for stronger branding due to its unique 5th panel Curve.

The flexibility of the system to incorporate the window into the design of the carton was a key priority for Azucarera Española. The retailer benefits from a more dependable packaging, with fewer broken packs, while the consumer benefits from a more rigid pack and improved practicality with the re-closable screw cap.



For more information contact Guillermo Escrigas at our office in Spain at guillermo.escrigas@elopak.es and for more facts about Azucarera Española, visit their website at: www.azucarera.es

Curve drives growth in the Caribbean

Forward thinking, account management collaboration and incorporating packing innovation into marketing strategy has enabled Bon Agro Industrial in the Dominican Republic to transform both value and premium brands.

Bon Agro Industrial is part of the Grupo Bon, and is the second largest juice producer in the Dominican Republic with 40% market penetration; with its premium juice brand Jugos Bon a long standing number two product in the market.

May 2005 saw the launch of Bon Agro's Bebida Refrescante juice in Pure-Pak® cartons, followed in February 2006 with the launch of premium juice Jugos Bon in Pure-Pak® Curve cartons.

Elopak project leader Claudio Sidney explains, "The juice market in Dominican Republic is centred around 90% distribution in corner shops,

and Bon Agro required a flexible strategy to first increase distribution and market penetration of its established value juice product Bebida Refrescante in order to meet increased demand, and to develop the brand equity of its premium range.

A new market segment

The launch of Bebida Refrescante in Pure-Pak® cartons increased distribution across the island's corner shops, and in doing so has grown demand beyond expectations. The introduction of cartons has created a new market segment in Dominican Republic. This is a low price large volume product used as a spear head to increase

market penetration, and create maximum exposure to carton image and convenience for the launch of Jugos Bon in Pure-Pak® Curve cartons in February. The new Curve shape enhances the premium image and the cap adds value with better functionality. The Curve is a step further for Bon Agro who needed innovation and difference added to the right product portfolio to drive growth and develop brand equity in the premium juice segment."

Jose Moreno, Executive VP of the Bon Agro Group added, "Even without the TV ads, which have yet to be launched, the curve cartons have been very successful for our premium product. Bringing novelty to the market along with the convenience of the cap, the curve is a very pretty carton that makes it extremely eye catching.

"We have worked closely with Elopak over the past few years with a focus on innovation, and this alliance has enabled us to give our consumers a refreshing tasty drink at a lower price and a more luxury, indulgent, product both in convenient and attractive packages. Elopak was very supportive on the technical and commercial areas and we look forward to more achievements from this relationship in the future," continues Jose Moreno.

Curve for premium products

Elopak developed a new system solution for the filling of the classic Pure-Pak® cartons and to introduce the Pure-Pak® Curve for premium products into this Caribbean island market. All market units across the Americas; Canada, USA and Envases in Mexico all contributed to the installation of three Elopak filling machines for "bebidas"



From right to left: Bernaldo Leyva, Production manager; Wellington Jimenez, Maintenance Manager; Manuel Perez, Operations support; Nelson Rodriguez, Sales Manager; Rogelio Jimenez, Procurement Manager; Jose Antonio Perez, Purchasing Manager; Jaime Trujillo, Envases Elopak service technician, Hector Asprilla, Elopak service technician Dominican Republic, Maurice Viau, Elopak account manager Dominican Republic; and Claudio Sidney



in 8 oz presentation; necessary modifications of existing equipment for the new Curve design; and installation of an Elopak PAS-30 Pure-Twist™U cap applicator for Bon Agro's premium juice product Jugos Bon.

Part of the challenge was to develop the Curve for A-style cartons, which was undertaken by Elopak Canada Inc. Product manager in Canada Jason Giuliani said, "This is the first product with a standard cross section to be produced with the Curve, and we are producing it with high

end printing in 2 sizes, pints and quarts with Pure-Twist™U for Jugos Bon."

"We have now established a strategic alliance with this new and forward thinking customer in a very interesting and dynamic market. This collaboration has showed that we are committed to leveraging innovation and project management for our customers' market growth and driving brand values," concludes Claudio Sidney.

For more information
contact
csidney@elopakus.com

The Pure-Pak® Curve cartons have been very successful for our premium product, bringing novelty to the market along with the convenience of the cap.

A new style for Italian Milk

Leading Italian dairy Centro Latte Rapallo S.p.A brings a whole new style and superior performance to carton packaging in Italy with the introduction of Pure-Pak® Curve cartons for its fresh milk products.

These are the first fresh milk products in Italy to be packaged in Pure-Pak® Curve cartons with Elo-Cap™ UE cap; and this innovative move from Rapallo was in direct response to consumer research that indicated a need for added functional benefits.

Market research to identify consumers needs clearly indicated a requirement for added practical benefits and a better performing package for everyday fresh milk.

Marketing Director Restano Mario said, "The new closure is an important tool for the product's improvement. The re-closeable screw cap is a restyling element which combines easier opening of the pack, practical pouring and keeping the milk fresher for longer. For the consumer, the screw cap is an absolute novelty, but together with the Curve this package represents a total carton transformation in Italy."

Practical, safe and modern Michele Falzetta, Market Unit Manager at Elopak adds, "The 5th panel is a fantastic eye-catching innovation which is new and for the first time on the market in Italy. It provides an originality which enhances the healthy benefits of fresh quality milk, and is used by Rapallo to communicate its product

information to consumers. The unique slimmer shape really makes it an attractive package that stands out on the shelf."



From right side: Mr Luigi Luzzati (President), Mr Mario Restano (Marketing Director), Mr Maurizio Macchiavello (Managing Director and Sale Director), Mr PierLuigi Mazzoni (Plant Manager), Mr Michele Falzetta (Market Unit Manager - Elopak Italy)

Centro Latte Rapallo launched its whole and semi-skimmed milk in Pure-Pak® Curve in mid January 2006. It follows total investments of approximately 2.5 million Euros involving the updating of materials handling and filling technology, and structural improvements of Rapallo's production plant in S.Maria del Campo Genova. Investing in innovation
The decision to make these significant investments to the plant and the fresh milk range was in response to changes in the market and consumer demand revealed by recent research.

Luigi Luzzati (President) adds, "The market demanded innovation, and it was important to maintain a leading edge. Elopak has worked with us to enable this to happen."



For over 50 years Centro Latte Rapallo has been a market leader in the Ligurian region of Italy, in the production and distribution of fresh milk, and dairy products with over 14 lines and 90 products.

Together with Centrale del latte di Vicenza and Frascheri, Rapallo forms Centrale del Latte di Torino & C., an important inter-regional group for the production of fresh products, present in more than 8,000 retail outlets in the Piemonte, Liguria and Veneto regions. Between them they have a revenue of 95 million Euros and six modern process and production plants.

For more information contact our Michele Falzetta at Market Unit in Italy, at michele.falzetta@elopak.it



STUTE smoothies with a Difference

Nutritious and versatile, smoothies are an ideal snack for any time of the day. For the convenience retailing sector, however, their short shelf life has prohibited many outlets from making them available to the consumer.

By choosing Elopak's Pure-Pak® Classic cartons, Stute Foods has introduced a distinctive style and image for a brand new ambient one-litre smoothie that aims to change all that. With a nine-month shelf-life, this new smoothie appeals to British shopkeepers and consumers alike.

Launched in the UK in January 2006, STUTE Smoothies are a range of juice smoothies available in Orange-Mango and Raspberry-Cranberry flavours, and packaged in one-litre Pure-Pak® Classic cartons. The new cartons are designed to generate real taste appeal and to promote the product's natural, 100% fruit ingredients.

STUTE Smoothies are ready-to-drink and contain 100% fruit that is rich in vitamins. Positioned as a premium product to capitalize on the trend for health and wellbeing, the key target market is the young and dynamic consumers who have scant time for healthy food.

Stute Foods selected the Pure-Pak® Classic carton, as it offers good on-shelf differentiation for a premium brand. The Pure-Twist™U cap provides convenience for busy people on the go.

Stute received forward orders for the new product, which was available in-store from February and is retailed at £1.99. The product is filled on a Pure-Pak®U-M100 Aseptic

filling machine. Pure-Pak® cartons are UV-Flexo print quality with standard cross section and aluminium board type.

For more information contact Petra Decker at our Market Unit Germany at petra.decker@elopak.de and visit the website from Stute at www.stute-nahrungsmittelwerke.de or www.stute-foods.com



Stute Foods Limited

is a privately owned family company. Established in the UK in 1969 it has grown to become one of the leading suppliers of food and drink products worldwide. Made from the highest quality ingredients, no artificial colourings, preservatives or additives of any kind are used in Stute's products.

Elopak Russia at important events

In February 2006 Elopak Russia participated at two annual industry events for dairy and juice opening for new possibilities for key customers.

The 4th International Forum "Dairy Industry 2006" took place in Moscow from 31st of January to 3rd of February and was the meeting arena for more than 150 speakers and hundreds of specialists dedicated to the dairy industry.

Leading suppliers of process equipment, packaging and filling solutions, ingredients suppliers, trading companies from Russia and across the world were represented as well as leasing and financial institutions providing industry funding. The opening speech was given by the minister of Agriculture for the Russian Federation, Alexei Gordeev together with Jim Begg, President of the International Dairy Federation (IDF).

It was the second time Elopak participated at the Forum. Underlining the key focus on the Diamond Pure-Pak® Curve and Mini Diamond Pure-Pak® cartons, and the booth was designed with a gable top roof looking like the front side of a Pure-Pak® carton.

Visitors to the booth had the unique opportunity to taste the latest products filled in Pure-Pak® cartons. Novelties from international customers Valio – Gefilus, Valiojogurtti, Danone – Lattella as well as functional sour-milk products from local Russian dairies: Ochakovskiy Dairy, Ostankinskiy Dairy, Russkoe Moloko were available at the Elopak Product Bar and made a big impression on potential customers.

Elopak Russia gave two complex presentations on marketing and technical topics: Igor Getman, Business Development Manager, lectured about "Packaging as the strongest marketing and differentiation tool" and Oleg Kazmin, Service Center

Manager, introduced "The efficient solutions for extended shelf life products".

The 5th Juice World 2006 Conference

took place on the 9th and 10th of February attended by more than 300 juice producers and industry experts from many countries, mostly from CIS, gathered in Moscow World Trade Center to discuss juice market trends and business prospects for 2006.

Due to latest state regulations for the juice market in Russia, health issues and newest arguable functional products as well as quality control issues and the new Russian Juice Standard the atmosphere was very tense.

Among the guest speakers was Nathalie Beriot from Tropicana France with a speech on new packaging mix, including the restyled cartons for Tropicana Essentials in Pure-Pak® Curve.

Elopak Russia is sponsor of the event. After Igor Getman's speech on the "key aspects of



Aljona Kudinova at 'Juice World 2006 Conference'

Elopak's juice filling technology" all participants were invited to taste fresh juices from leading international producers filled in Pure-Pak® cartons. 100 liters of juice were especially imported from France. As a special effort to push portion packs to the Russian market had all conference participants tasting orange juice in Mini Diamond Pure-Pak® cartons served at their desks.

For more information please contact the Marketing department at our office in Russia, Aljona Kudinova at aku@elopak.ru



The Elopak stand at 'Dairy Industry 2006'

Innovation drives Al-Marai

Elopak's innovation driven strategic partnership was the decisive factor in a new business extension deal with the Al-Marai, the largest dairy foods company in the Middle East.

The Market Unit in the Middle East Elopak Obeikan Ltd. led the strategic alliance with Al-Marai which in 2005 saw the successful launch of its laban in standard and mini Pure-Pak® Diamond Curve cartons.

Mamoon Al-Saudi, Elopak Obeikan's marketing manager explains, "This is the first Diamond Pure-Pak® Curve carton to be launched in this region, and clearly represents Al-Marai's strategy for product development through innovation. Laban is a traditional and staple product

here in the Middle East and the new packaging provides exceptional benefits with a new novel shape, but it is the larger cap that is ideal for laban. In a culture that mixes tradition with a healthy nutritious diet, all the family consumes laban, so the larger cap is much easier to use, especially for younger people and seniors. As laban is a thick

product, a bigger opening allows for easier pouring.

These benefits provide real added value to an everyday healthy good product, and since the launch in January 2006 Al-Marai has experienced rise in demand

for all sizes from every distribution centre in Saudi. A high profile outdoor advertising campaign focusing on both the functional benefits of the cap and the new shape was launched by Al-Marai across Saudi Arabia in May 2006."



The achievements of Al-Marai:

- Over 5,600 employees from twenty-nine countries.
- Sole business activity relates to the production and marketing of fresh laban, fresh milk and fresh yoghurt throughout the Gulf Countries (GCC) as well as a wide range of processed cheese and butter products. The GCC includes: United Arab Emirates, Qatar, Bahrain, Kuwait and Oman.
- First dairy farm in the world to gain ISO 9002 accreditation.
- Operates the largest dairy processing facility in the Middle East. Voted "World's Food Plant of the Year 1998" by US based Food International magazine.
- Processing capacity of 1.4 million litres of milk per day in a 45,000 square metre facility commissioned in 1996 and constructed by APV.
- Operates a fleet of 550 chilled sales vans via 30 sales depots throughout the GCC.
- First dairy company in Middle East to introduce high quality fresh stirred fruit yoghurt and fromage frais to consumers.
- Undisputed largest market share in the Gulf. An annual gross sales of Euros 500 million
- The total population in Saudi Arabia is 23 million where young people aged 16-23 represent 65%



Quality you can trust

Since signing the agreement in March 2005, Elopak Obeikan worked closely with Al-Marai to organize the installation of three machines – Pure-Pak®U-ME70, Pure-Pak®U-SE65 and the Pure-Pak®U-SE120, for the planned switch to both standard and Mini Diamond Pure-Pak® Curve cartons. The full fat buttermilk laban, low fat laban and skimmed laban are now distributed across Saudi Arabia in one litre, 500ml standard and mini carton configurations.

A clear edge

Elopak Obeikan representatives arrived at the Anuga FoodTec exhibition in Cologne on 4 April 2006 having signed an agreement with Al-Marai the day before for a further two machines, to meet the swelling demand for these products. This is the latest agreement in a relationship between Elopak and Al-Marai that spans 25 years!

Mamoon adds, "This is definitely translation of strategic partnership with Al-Marai where our system with this significant innovation has proven to be a decisive factor for expanding more and more business with Elopak Obeikan, clear edge and clear benchmarks with the first dairy company in the Middle East."

Al-Marai is the biggest dairy producer in Saudi Arabia with 42 % market share. They produce daily more than 1.5 million liters of fresh milk and half million liters of fresh juice.

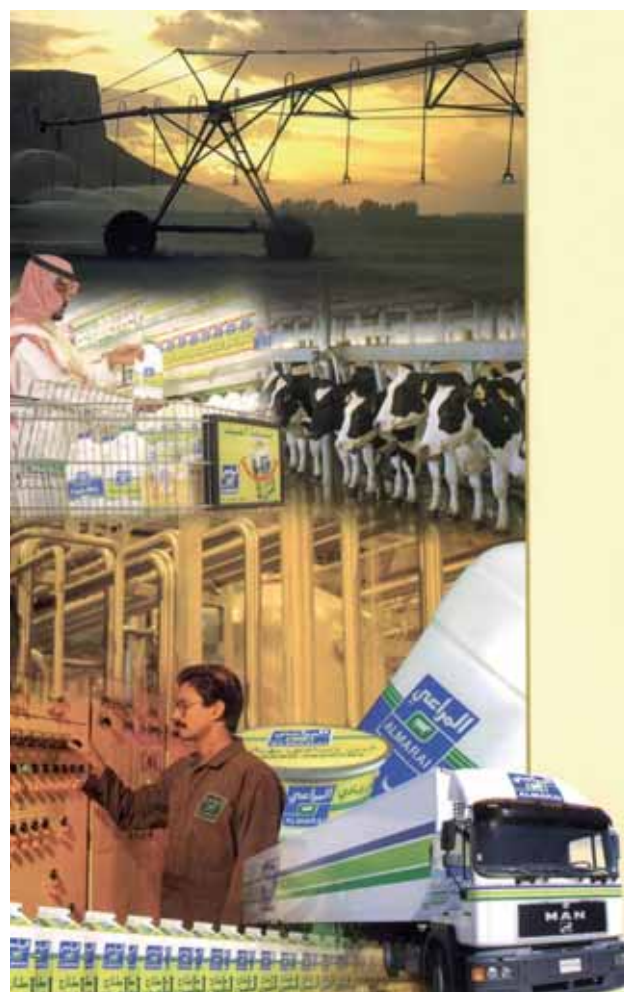
Packaging a generation

For over a quarter of a century, Al-Marai has been launching its products in Elopak carton innovation, and

the Pure-Pak® quality and premium values has benefited consumer convenience and enhanced the enjoyment of milk, super milk, laban, fruit laban, juices and smoothies. Al-Marai Company is the largest dairy foods company in the Middle East. The company is headquartered in Riyadh, Saudi Arabia and is solely engaged in the production and sale of high quality fresh dairy food products.

Al-Marai is the largest integrated dairy foods company in the world with a herd of over 42,000 livestock and a market share of 42% of the fresh dairy markets in the Gulf Countries.

For more information contact mamoon@elopakobeikan.com.sa or visit www.almarai.com.



Facts about The Kingdom of Saudi Arabia:



The Kingdom of Saudi Arabia means different things to different people. For millions of followers of Islam across the world it is the ultimate Holy Land and pilgrimage destination.

For a large number of expatriates from Asia, Europe and the United States, it is a land of opportunities. For the rest of the world, Saudi Arabia means oil – the lifeline of present and future economies. Saudi Arabia has so far lived up to all these definitions, and is now entering a new phase of its development.

On September 23, 1932, King Abdulaziz Al-Saud laid the foundation of the modern Kingdom of Saudi Arabia. Large reserves of oil were discovered soon after, and within a span of six years, commercial production of oil began. The fortune of Saudi Arabia changed forever and the Kingdom rapidly moved on the path of a modern industrial state. Today Saudi Arabia holds a 25% share of the total Arab GDP and is the world's 25th exporter/importer, with a foreign trade of US \$78 billion. In all these years, the Kingdom has displayed remarkable political and economic stability.

Introducing
iCone™



ELOPAK offers

more people in **more places** in **more moments**

the most convenient and attractive packaging solutions
for the healthy and tasty consumption
of premium fresh and ambient products



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POSSIBILITIES