

Product profile

Azucarera Sugar , Azucarera Ebro
Spain



Benefiting from a more dependable packaging

Launched in Spain in May 2006, Azucarera is two different types of sugar; white sugar packaged in 1 litre Standard Pure-Pak® Curve carton and Elo-Cap™ UP and brown Sugar packaged in 1 litre Standard Pure-Pak® Curve carton with plastic window and Elo-Cap™ UP.

Market Information

Launch activity included a television advertising campaign targeting consumers across the board during April to August 2006 and promotion at Alimentaria, the largest food exhibition show in Spain.

The customer selected the Standard Pure-Pak® Curve carton thanks to its functionality and the opportunities available for branding. The retailer benefits from a more dependable packaging, with fewer broken packs, and the consumer benefits from a more rigid pack and improved functionality with a reclosable screw-cap.

Distribution

Ambient distribution throughout Spain.

Technical Information

The product is filled on a sugar machine into 1 litre Standard Pure-Pak® Curve cartons with plastic window (brown sugar only) and Elo-Cap™ UP. Carton print quality is UV, with standard cross section and PE board type.

Additional Information

Azucarera Española is the number one sugar producer in Spain with 80 per cent of the market and is a new Elopak customer. With this product launch, sugar has become yet another food type to reap the benefits of being packaged in the Standard Pure-Pak® Curve carton.



Pure-Pak®
CURVE®