

Product profile

AL-Naseem, Libya



First again for AL-Naseem dairy products

In 2009, AL-Naseem Dairy was the first to introduce carton closures onto the Libyan dairy market and the first to use the DiamondCurve® carton exclusively for flavoured dairy products. As well as reclosable yoghurt drinks in 250ml Mini DiamondCurve® cartons, and Laban, a traditional fermented milk in one-litre DiamondCurve® cartons, other packages include 330ml Mini DiamondCurve® plus one-litre and half-litre Pure-Pak Curve® cartons.

Market Information

Key consumer demands have been targeted with a clear focus on reclosability, hygiene, quality, innovation and reliability.

The high nutrient value means these products are perfect for families and teenagers, providing vitamins such as A, D, E & K, together with sugar lactose and fatty acids.* Flavours of yoghurt drinks include peach and strawberry, amongst others. The new, larger closures mean that these cartons are the optimal choice to pour and drink high-viscous liquid foods from.

Consumer awareness of the AL-Naseem brand is very strong. Small stores are capitalizing on superior product quality combined with the packaging differentiation and functionality. The Diamond Curve® carton provides a stand-out communication area on the fifth panel using colour coating. Marketing activity includes mainly promotional trucks and commercial posters visible throughout the country.

Distribution

At launch, AL-Naseem Dairy was able to reach every household in Libya via four distribution centres and 11 additional distribution hubs. The products are distributed chilled across Libya in two different formats; shrink-wrapped (1 litre base 2 x 5) and wraparound carton (3x6 for 250ml/330ml).

Technical Information

AL-Naseem's first closures have included Elo-Cap™ UE and Elo-Cap™ XE. The dairy fills its products using one Elopak® S-PM70 and one Elopak® S-PS100 filling machine, plus an Elopak® E-PS120 Ultra Clean filling machine with screw-cap applicator. To further increase the production capacity, an agreement was signed in November 2009 to install an additional Elopak® S-PM70 Ultra Clean machine with screw-cap applicator.

Additional Information

Established in 1994, AL-Naseem in Misurata is the number one dairy in Libya and has been an Elopak customer since 2005, going from zero to 50 million Pure-Pak® cartons in under three years. The two companies have co-signed a business plan to develop the Libyan market using the entire Elopak fresh and aseptic packaging portfolio.

(*Source: Composition of products from AL-Naseem Dairy website)



Pure-Pak® Diamond®
CURVE® CURVE®