

# Libyan market goes 0 to 50 with Pure-Pak®

Al-Naseem Dairy in Misurata, Libya, has broken the 50 million Pure-Pak® carton barrier and launched the very first carton closure onto the Libyan market – all in under three years.

The number one dairy in Libya, Al-Naseem already fills its products using one Elopak® UM70 and one Elopak® U-S100 filling machine. The recent installation of a new Elopak® E-PS120 Ultra Clean filling machine with screw-cap applicator will enable continued success for Al-Naseem Dairy – re-packaging its fresh yoghurt and fermented milk drinks with the first pioneering closures for the Libyan market. The ever growing demand from the market, has led Al-Naseem and Elopak to further develop the Mini Diamond® with Curve segment. The two companies agreed in January 2009 to install a S-PM 70 Ultra Clean machine with screw-cap applicator.

## Untapped market

Historically, Libya has been a fledgling country in terms of liquid cartons. It was always considered a

distribution-based network rather than a commercialized market. There was little to no innovation, and some products were packed in sub-standard containers which raised hygiene issues.

Today, key consumer demands have been targeted with the repackaging of Al-Naseem's flavoured yoghurt drinks and fermented milk. There has been a clear focus on areas such as reclosability, hygiene, quality, innovation and reliability. The innovation in product has been matched with that of the packaging - with the Diamond® with Curve carton providing a stand-out communication area on the fifth panel using colour coating.

## Target consumer

The high nutrient value of these fresh dairy products means that they are perfect for families and teenagers, providing vitamins such as A, D, E & K, together with sugar lactose and fatty acids.\* The new, larger closures mean that these cartons are the optimal choice to drink and to pour high viscose, richer, liquid-foods from.

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). Marketing activity includes mainly promotional trucks and commercial posters visible throughout the country.

## Great success

There has been exceptionally high consumer acceptance of all of Elopak's packaging shapes





Installations at Al-Naseem Dairy

and sizes, as evidenced by the rapid growth curve from zero to 50 million cartons. Retailers are keen to stock these products because consumer awareness of the Al Naseem brand is so strong. Small stores are capitalizing on the superior quality of the products combined with the differentiation and functionality of Elopak's exclusive packaging portfolio.

Al Naseem was established in 1994 and on 18th December 2006, the dairy's products were awarded the Libyan Quality Sign - making it the first ever Libyan dairy manufacturer to receive such an accolade. The top Libyan brand in terms of quality and taste and a leader in innovation, Al Naseem has been an Elopak customer since 2005. Together, 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)

An integrated certification audit against ISO9001 (Quality Management System) and ISO22000 (Food Safety Management System) was conducted at Al-Naseem this April. The company was certified according to Quality Management System and all their products were certified according to Food Safety Management System which covers good manufacturing practices and hazards analysis.

For more information see; [www.alnaseemdairy.com](http://www.alnaseemdairy.com) or contact Director Market Area MED Amedeo Scapin; [amedeo.scapin@elopak.ch](mailto:amedeo.scapin@elopak.ch)

## PACKAGING INFORMATION

The re-packaged ranges include flavoured yoghurt drinks (such as peach, strawberry and others) in 250ml Mini Diamond® with Curve cartons, and L'ben, a traditional fermented milk, in one-litre Diamond® with Curve cartons. Closures are Elo-Cap™ UE and Elo-Cap™ XE. Other packages include 330ml Mini Diamond®

with Curve and one-litre as well as half-litre Pure-Pak® with Curve cartons without cap.

Alongside the introduction of the very first closure system for Libya, this will be the first Diamond® with Curve carton used exclusively for L'ben and flavoured dairy products.