

Almarai introduces cheese delicacy in carton packages from SIG Combibloc

Market Review Tunisia





Dear Readers,

Welcome to this last issue of InFocus in 2008. Yet another year has passed to view exciting innovations and new products, which we hope helped to make your business activities as successful as you had anticipated.

Maintaining a strong and successful relationship with all our customers is our highest priority. This year's Customer Satisfaction Survey was once again a key instrument in obtaining your feedback and we wish to express our thanks for your cooperation in that endeavour.

The beverages industry in our region is a continuously challenging and exciting one with many new innovations and ideas being implemented.

This issue contains a short article about Almarai. The Saudi Arabian dairy company has started to fill Feta Cheese in combibloc packages. In cooperation with the Danish company Primodan, we can now attach an external unit to a standard combibloc filling line and are able to fill this cheese delicacy. Yet another opportunity of how to use our machines to process an ever widening variety of products.

As promised, this issue of InFocus again presents market relevant information such as combibloc technology data, new product ideas and market research results.

This time we are taking a closer look at the Tunisian market. We see considerable potential in the North African markets and are delighted to inform you that Tchik Lait in Algeria launched their well known milk range earlier this year with the innovative and consumer friendly combiSwift spout.

We certainly hope that you will continue to enjoy reading our magazine. For the upcoming festive season we wish you and your families a happy and peaceful period and look forward to enjoying another successful business year together with you.

Happy reading,

Sincerely yours,

Abdallah Obeikan
CEO

Contents

Page

Editorial

1

News.

SIG Combibloc Obeikan participates in the 4th African Dairy Conference and Exhibition in Kenya, Nairobi held from 6th to 8th August, 2008.

3

Cheese Delicacy

Almarai introduces cheese delicacy in carton packages from SIG Combibloc

4

Added Value

Be Different, Be Creative

5

Market Review in Tunisia

6

Technology

SIG Combibloc Technology provides the highest possible degree of flexibility.

7

New Products

8

Contact Details

Our network in the region

9



SIG Combibloc Obeikan participates in the 4th African Dairy Conference and Exhibition in Kenya, Nairobi held from 6th to 8th August, 2008.

The Eastern and Southern African Dairy Association (ESADA) hosted this year's African Dairy Conference and Exhibition in Kenya.



This event always offers a great opportunity for Regional and International Dairy Stakeholders to interact with experts, practitioners, investors, researchers and policy makers in the Dairy Industry.

Over 300 professionals from all sectors attended the event and shared the latest information on the Dairy Industry; this year's conference theme was "African Dairy: Regional Integration – The Key to Growth".

Different speakers from all over the world held presentations on topics such as the World Dairy Situation, Dairy Policy and Trade, Dairy Technology, Marketing, Environment and Food Quality.

This year, SIG Combibloc Obeikan decided to sponsor the event with bags, brochures and pens for all visitors.

Christos Economakis, Sales and Marketing Director at SIG Combibloc Obeikan, talked about the Added Value Trends in *combibloc*. According to Christos Economakis, defining added value is part of SIG Combibloc's win-win concept: consumers and the industry are the main drivers for added value products, but retailers also benefit as margins are higher

and the product portfolio becomes more diversified. Some of SIG Combibloc customer's added value concepts were introduced during that presentation as was the new filling line module that is able to fill Feta Cheese for the first time in *combibloc* packages. Christos Economakis finalized his presentation with the possibilities for Africa to accommodate World Demand for added value products in the Liquid Dairy Section.

Martin Schmedes, Director Marketing and Business Development for SIG Combibloc Obeikan, spoke on the importance of packaging shapes, colors and materials in influencing consumer behavior. The package is the most important medium in communicating with consumers as it represents the value of your product – hence, the essential aspect of choosing the ideal package for your product.

Various studies have shown that different media cause consumers to buy the same product again and again. Invariably, the number one medium

is the packaging, which ranks even higher than TV commercials. Before consumers make their purchase decisions, the package is the last opportunity for the supplier to communicate with the end user. The package, the brand and the values that brand represents must match closely. Positioning your product in terms of price and quality is another vital step, which was also explained in Martin Schmedes' presentation.



Almarai Introduces Cheese Delicacy In Carton Packages From SIG Combibloc

Almarai's white cheese is now available in carton packages from SIG Combibloc. By filling its special cheeses in *combibloc* carton packages, Saudi Arabian food manufacturer and exporter Almarai is rounding off the final stage in switching its system to SIG Combibloc.



Mobile unit provides flexibility

The special feature of the filling process is that the cheese is initially filled into the carton package as a liquid and coagulates inside the carton package once all the other ingredients have been added. This white cheese obtains its characteristic firm consistency only after the coagulation process has taken place. The enzymes necessary for coagulation are added into the liquid cheese in a mobile mixing and dosing unit shortly before the filling process. From that unit, the cheese is filled into the carton packages on SIG Combibloc filling machines. This external equipment, which ensures that quantity dosage and product mix are exactly right, was developed by the Danish manufacturer Primodan. The mobile units in use at Almarai are compatible with the filling machines CFA 712 and CFA 310 for *combiblocSmall* and *combiblocSlimline* respectively. These units are attached to the machines externally. Hence, the filling units of the SIG Combibloc machines are not directly involved in the cheese filling process and can be used to aseptically fill other dairy products. Existing installations can be readily retrofitted with this external equipment.

This convenient modification gives Almarai added versatility in terms of product range and the proven volume flexibility of the filling machines from SIG Combibloc. Michael Payne, Plant Manager of the division 'Fresh and Long-Life Products' at Almarai in Riyadh: "Because the mixing and dosing unit for the cheese product is mobile and can be attached to and detached from the filling machines as required in next to no time, we can use the machines to fill both our cheese products and traditional dairy products – all in a wide range of volumes.

This versatility is tremendous, and for us it is one of the strongest arguments for using filling machines from SIG Combibloc to fill our products".

The four cheese varieties available in carton packs from SIG Combibloc are fully set two hours after filling and are then left to settle for 24 hours before finally being chilled to around 5 degrees. Once in the cooling chain and stored at a constant temperature, the products can be kept for around up to twelve months.

Almarai was founded in 1976, and today is the biggest manufacturer and exporter of milk and dairy products in the Middle East. The company with its head office in Riyadh has a reputation for being one of the region's most innovative enterprises, with a distribution network that is second to none in the area. Consumers in the Middle East associate products from Almarai, which translates literally as 'green pastures', with freshness and quality. The company employs more than 4,000 staff and holds a 40 percent market share of the milk and dairy products sector in the Gulf States.



Be Different, Be Creative

Today's competitive market requires creativity and flexibility to keep up with consumer demands and market trends. SIG Combibloc Obeikan is proud to see how so many of our customers have implemented a successful business strategy using our strengths in combination with their own potentials, expertise and creative ideas for their products and their packaging.



Sometimes a market trend can be generated by something as simple as a demographic change as, for example, the increase in single households. In such a case you might want to be offering your product in smaller sizes.

SIG Combibloc Technology provides the highest possible degree of flexibility. Changing over to another format or volume can be done rapidly and economically.

Our filling machines offer you the opportunity of selecting either the classic *combibloc* format or the innovative *combifit* alternative. Distinguishing your product through a special shape can be a tool for making your product stand out in the marketplace and differentiating it from those of your competitors.

Inside the filling machine, the aseptic filling process remains the same for either packaging series. The packaging sleeves differ only in their crease lines, which determine the ultimate shape of the carton package itself.

The possibility to adjust headspace offers our customers the option of filling, for example, milk shakes, which consumers can agitate so that the product develops its taste before consumption.

Sometimes market trends and decreasing margins oblige suppliers to reduce the product volume per pack, changing for example from 250ml to 200ml. SIG Combibloc filling technology allows this to be done without difficulty; package volumes can be changed over within minutes.

The procedure is simply a matter of making a few adjustments to the filling machine. All that has to be done is to adjust the machine settings and feed the sleeve magazine with the appropriate sleeves.

In this issue we will explain in greater depth some of the technical aspects relating to volume and/or format changeover.

If you are interested in learning more about market trends and ideas on attracting more consumers to buy your products, simply contact your nearest SIG Combibloc Obeikan Sales Representative.



Market Review Tunisia

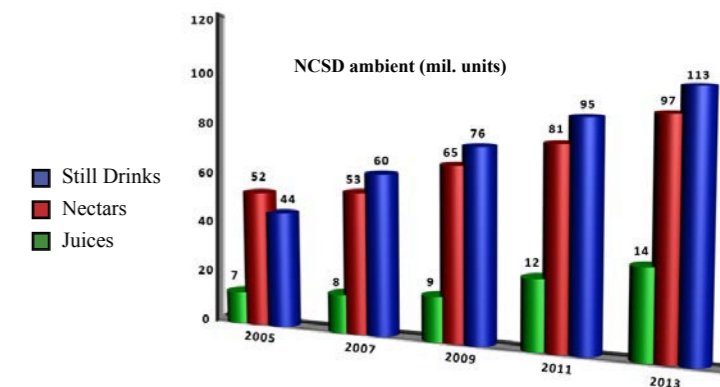
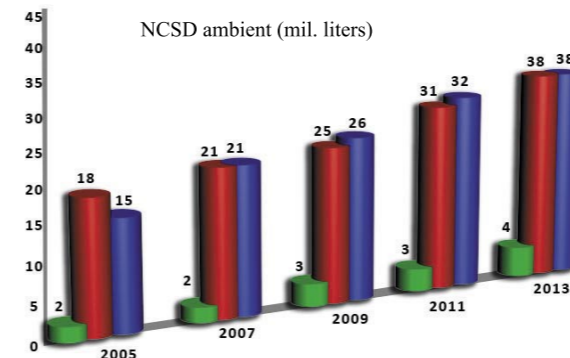
Key Economic Indicators Tunisia 2007/2008

Population	:10.3 Million
Locals	:98%
Expatriates	:2%
Urban Population	:65%
Rural Population	:35%
Age group ratio	
0-14 years	:18.6%
15-59 years	:64%
60 years and over	:17.4%
Population Growth	:1.11%
GDP	:\$44.254 Million
GDP Real Growth Rate	:4.6%
GDP Per Capita	:€\$4294.6
Inflation Rate	:3%



Source: Tunisia Social & Economic Indicators 2007

Tunisia Ambient NCS Market

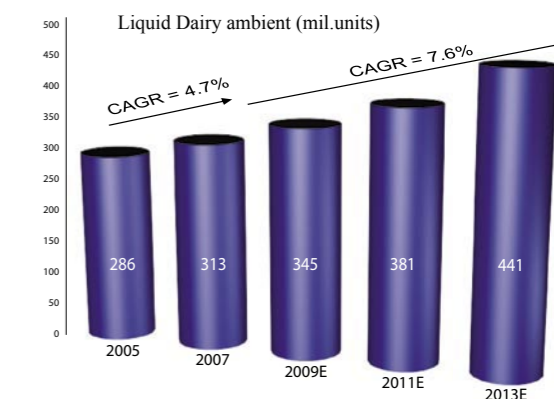
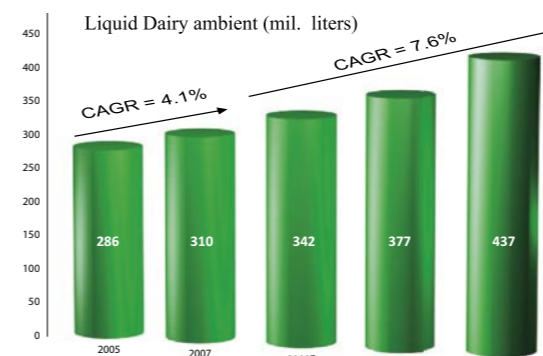


Key trends & drivers

- The market is divided into Nectars (48%) and Still Drinks (47%).
- Nectars grow stronger in 1 liter units, still drinks in 200ml units.

Source: Canadean 2008

Tunisia Ambient Liquid Dairy Market



Key trends & drivers

- The yearly growth rate for UHT plain milk between 2006 and 2010 is estimated at 5%.
- In Tunisia UHT milk has a good image, the consumers consider it a healthy product, it is easy to store, handle & carry.
- Export of UHT milk is increasing, especially to Libya. In 2006 3.8 million liters were exported, it raised dramatically to 6 million liters in 2006.

Source: Landel Mills 2008

SIG Combibloc Technology Offers High Flexibility

A highly discerning market demands superior performance in every possible aspect. Saving time means saving money, being able to offer a wider variety of products, or simply stand out with a new innovative shape can make a big difference to your profits.



You have the opportunity to distinguish yourself from your competitors, to achieve better margins – and ideally, to succeed in doing both.

The SIG Combibloc filling system allows you to package a diverse range of volumes and different formats on your machines. The CFA 112, for example, can fill volumes starting at 125 ml up to 250 ml. With a CFA 312 you can either fill 500ml or 1000ml for; 16 different packaging shapes and volumes are possible on the CFA 712 filling line, while the CFA 209 allows you to fill your product into 6 different shapes and sizes.

There is a straightforward yet highly flexible concept behind this system. With just a few adjustments SIG Combibloc machines can

fill your product in a different package in terms of volume and shape.

The adjustments required, for example, to switch from 125 ml to 150 ml on a CFA 112 take the machine operator less than 10 minutes, regarding the SIG Combibloc filling equipment.

Be sure to discuss your ideas and upcoming plans with your SIG Combibloc Obeikan Team. Some of the adjustments mentioned may imply economic investments; so get the full picture by speaking to your nearest SIG Combibloc Obeikan Sales Representative about your equipment potentials.

New Products

Joud offers their Royal product to the Iraqi market

The orange drink from Joud is being exported to Iraq and available for consumers.

Format:
combiblocSmall, 250ml

Varieties:
Orange, enriched with Vitamin C



Lemon Drink with Vitamin C and no preservatives added is now available in combiblocSmall.

ABC has launched a new product and offers a tasty lemon drink in combiblocSmall, 250ml



Format:
combiblocSmall, 250ml

Varieties:
Lemon, rich in Vitamin C

Start your day energetic and fresh with Matinel

SLD's new brand Matinel offers plain milk for a fresh start in the morning to consumers in Tunisia.

Format:
combiblocSlimline, 1000ml



As natural as the pasture land is SLD's new plain milk Al Maraa

AL Maraa is now available in combiblocSlimline, 1000ml

Format:
combiblocSlimline, 1000ml



Our network in the region

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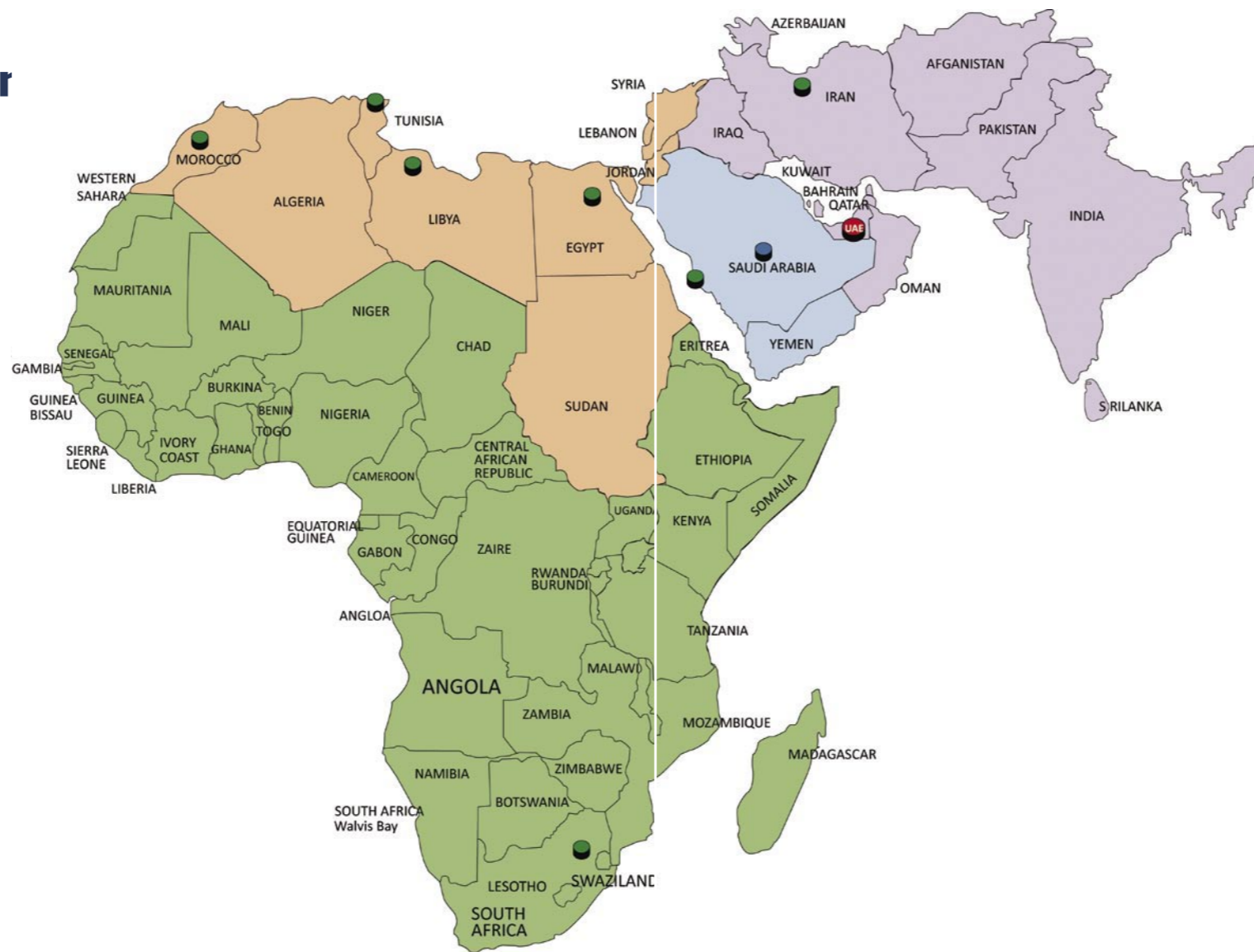
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