

Japan's ITO EN launches beverages with SIG drinksplus technology

30 May 2024 | News

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ITO EN, a key player in Japan's beverage industry, innovates the market with the launch of two premium beverages with bite-sized pieces in SIG SmileSmall carton packs, made possible by the SIG Drinksplus technology integrated with the SIG SmileSmall 24 Aseptic filling machine.

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Tetsuo Yamaguchi, Brand Manager at ITO EN: "Our new products provide our consumers with a refreshingly different drinking experience – rich and satisfying with incorporating real vegetable pieces. The novel packaging solution and the filling technology from SIG, that allows these inclusions to be added, enables our consumers to easily supplement their vegetable intake anytime and anywhere. The SIG SmileSmall carton pack is a real eye-catcher with its curved, modern shape and easy-grip corners. It differentiates and the result is a successful fusion of exceptional packaging and products."