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Saudiâ??s Almarai selects SIG as strategic partner

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Almarai, the Middle Eastâ??s leading dairy and food company, has selected SIG as a strategic partner for its five-year expansion plan, which aims to strengthen market leadership and drive sustainable innovation.

Over the coming five years, SIG will support Almaraiâ??s objectives through flexible manufacturing solutions that align with its sustainability goals. The strategic alliance underscores a shared commitment to environmental responsibility, and the two companies are exploring new packaging innovations that will enhance Almaraiâ??s operational and geographical impact.

This move builds on two decades of successful partnership, during which Almarai and SIG have jointly pioneered product innovations and advanced packaging solutions across the region. Together, they have set benchmarks in quality, adaptability, and environmental responsibility, enhancing Almaraiâ??s product portfolio and expanding its reach in key markets.

To commemorate their two-decade journey, Almarai and SIG are launching a campaign, â??Pioneering Together for 20 Yearsâ?•, which will spotlight the strength and impact of their partnership. The campaign will highlight SIGâ??s advanced packaging solutions, symbolising the ongoing evolution of Almaraiâ??s product portfolio and underscoring the partnershipâ??s commitment to innovation for the regionâ??s consumers.