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SIG unveils SIG DomeMini on-the-go carton bottle in Thailand

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Ampol Food, a leading innovator in the food and beverage manufacturing industry, has opted for SIGâ??s on-the-go carton bottle, SIG DomeMini, for the launch of its V-FIT premium rice-based nutritional drink range. This launch marks SIG DomeMiniâ??s market entry in Thailand, combining â??theâ??go convenience of a plastic bottle with the sustainability benefits of a carton pack.

The launch aligns with Thai consumersâ?? increasing demand for sustainable packaging when making purchase decisions. The main material of the SIG DomeMini carton bottle, designed for recycling, is FSC-certified paperboard. It is manufactured using 100 per cent renewable electricity and has a lightweight and space-saving design. With the high share of forest-based renewable material as well as a sophisticated, resource-efficient and space-saving design, SIG DomeMini comes with several environmental benefits compared to alternative packaging options like single-use plastic bottles.

By packaging its Vâ??FIT premium rice drinks in SIG DomeMini, Ampol Food delivers a sleek, distinctive, and ergonomic carton pack with a large, centrally positioned cap, that allows consumers to drink as from a bottle and that is easy to open and reclose â?? a perfect fit for busy, healthâ??conscious consumers.

Dr Kriangsak Theppadungporn, Managing Director at Ampol Food: â??We are leading the way, not only when it comes to innovation in our products, but also in setting the trend for packaging solutions as part of the product concept. In addition to differentiating its eye-catching design from other types of packaging, opting for the SIG DomeMini is a step towards more sustainable on-the-go packaging in Thailand. We are empowering our consumers to make more eco-conscious choices without compromising on convenience while consuming their beverage on the move.â?