



SWISS MADE SINCE 1908

SIGG Australia News February 2010.

Product of the Year 2009 Winner

Well we would like to have won but the prize went to **The Granny Smith Apple!** If we had to lose out to somebody then Mother Nature is a deserving winner. We don't think there is a more Australian icon so congratulations to all those Tasmania farmers that work long hard hours to bring us fantastic produce.

SIGG 2010 Collection is HERE!!!

On Thursday last week two very large trucks delivered our SIGG bottles that have spent 6 weeks travelling by sea from Switzerland. We are happy to announce the largest SIGG collection ever with 178 bottles this year. There has been no price increase so the RRP you are presently using will not change.

The new designs are now up on our website at www.siggaustralia.com.au and we are ready to take your order! There are around 10 bottles that will become available in April and then another 20 bottles to be released at Melbourne GHA in August.

Home & Giving Fair, Sydney 2010.

Sydney here we come! The 2010 Collection will be "Officially" released at the GHA Home and Giving Fair in Sydney commencing the 27th of February. We are out at Homebush bay in The Hall and exactly the same spot we were last year, Stand HC09. Look out for the Green balloons floating above our stand. Please be aware that all of our retailers want the new collection now so there will be a longer turnaround for the next few weeks while we catch up. Order early!

New thread ring for 2010

While introducing the new liner last year there was a problem in that the powder coating sprayed into the screw thread was too thick and the constant removal of the top caused it to peel away. Firstly we have to reassure our retailers and your customers that the material is perfectly safe even if ingested. The new 2010 bottles now come with an anodised thread that doesn't require a liner so the problem is fixed. We apologise to our customers for the inconvenience but this is what can happen when you try to be first in the world with new technology and innovation.

Recycling is GOOD, Reusing is BETTER!
SIGG supports 1% For Planet

Why Choose SIGG?

At a time in history when we need to be concerned about our planet SIC and SIGG are doing what we can to help out.

1. The SIGG plant in Frauenfeld is run using 60% renewable energy.
2. In the manufacture process nothing leaves the factory that cannot go back to nature. There is no air pollution, no water run-off and any bottles not meeting the high standard of SIGG are sent back to the furnace and melted back down to raw material. This is the primary reason that the internal coating was changed from a liquid to a powder application in August 2008.
3. The packaging for the bottles has been changed from plastic bags and multicolour boxes to paper wrap and a single colour print on unbleached cardboard.
4. SIGG earmarks 1% of the total turnover (not profit) each year to projects around the world to benefit the environment. We will have news on an Australian project in the next newsletter.
5. In keeping with this, we at SIC are always looking at ways to reduce waste, save on power and work towards a greener future. You will see over the next few weeks that we are changing to 'green' bubble wrap that breaks down in sunlight as our next step.

How can you join in? Well stocking and selling the World's Best Drink Bottle is a great start. Next you could join us in banning plastic drink bottles from your workplace to support the environment. I mean it can't look good to your customers if you sell SIGG and have plastic bottles sitting behind the counter. Practice what you preach and use what you sell.

SIGG in the Media

2009 was a busy year for SIGG in the Australian and world media. We have to thank our hard working PR/Media team at Flaunt Marketing for keeping SIGG and issues relating to health, water, environment and fashion in the news every week! During 2009 we had more than seventy-five articles and spots in almost as many publications right across the country. We send some of these out to our retailers to not only show you how and where SIGG is appearing but also for you to print and display these editorials if you wish. Keep a lookout for the first 2010 article coming soon.