

Captured Affordability Tetra Classic[®] Aseptic



Adding value

The Tetra Classic Aseptic is more than just a packaging solution. The unique shape offers great opportunities for creative ideas that differentiate in the market place. But more than that, it is a solution that offers competitive cost advantages.

Investment protection

You can make rapid adaptations to changes in demand by changing between package sizes within the same package family. Selectable capacity means that you can run your line at two different speeds, depending on your need and conditions.

Low operational cost

Customer System Cost is reduced thanks to higher energy efficiency, a smaller footprint, fewer operators and greater reliability.

Better performance

The Tetra Pak A1 for Tetra Classic aseptic was designed to increase mean time between failure (MTBF), today 8 hrs in average and improve machine mechanical efficiency (MME), today 97% average. This really makes a difference to your business.

In times when consumer health, product affordability, your margins, and your brand's strength must all be nurtured, there is no better way to produce the playful, practical Tetra Classic Aseptic, than the Tetra Pak A1 for Tetra Classic Aseptic.





Competitive “price-point”

Consumption growth is primarily driven by increased purchase power in new markets and segments. These consumers expect more from their products than ever. “Value for money” is the single most important criteria for purchase for 47%* of all global consumers. A product that wants to be competitive therefore needs to deliver quality, durability, convenience and indulgence as well as an affordable price point.

Key to success is to understand the consumer expectations, and to be innovative and smart in providing solutions. In the following pages we share some of our insights with the hope to inspire into new creative solutions.

**Roper Reports Worldwide 2010*



Play safe

The more stressful life becomes the more consumers seek ways to indulge themselves. Increasingly consumers ask for natural products as well as they are more careful and informed when choosing their products.

To parents this means looking for products with added value that ensure that the kids overall diet is good. For themselves they are looking for smart solutions to keep a balanced diet.

Tetra Classic Aseptic offers a perfect opportunity to match safety, naturalness and affordability. It keeps the natural flavour and taste of the product and consumers will have a safe solution with a long shelf life, that doesn't need to be refrigerated in any part of the chain.

Let's protect product quality and stay natural!



Making life easy

Increasingly busy lives increase the need of convenient products and consumers search for products helping them to deal with both lack of time and lack of space. The on-the-go consumption is growing significantly, as people need to make use of every minute of the day.

Tetra Classic is a perfect solution for on-the-go consumption and excellent for one-portion consumption with its convenient sizes.

Let's ease up life!



Get ready for school milk

The Tetra Classic Aseptic package has been popular with kids for several generations and the TCA 200 ml Base is used predominantly for school milk. It is easy to drink from and comfortable for small hands to hold. Children appreciate their school drink break, especially when there's an interesting package design and when the programme is enhanced with other materials such as posters, sticker albums, competitions.

Affordable Green

"A package should save more than it costs" – the principle of the founder of Tetra Pak, Dr. Ruben Rausing – actually originated with

the Tetra Classic package with its amazingly economical tetrahedron shape. A low amount of packaging material per volume of product is needed to produce it.

The Tetra Pak A1 has among the lowest use of electricity of any of Tetra Pak's filling machines. Reduced amounts of waste combined with lower energy use and water consumption result in reduced carbon footprint* and in an improved environmental profile.

Let's go green!

**Actual carbon footprint is highly dependent on local conditions such as energy source and electricity production efficiency.*

Tetra Pak – Protects what's good

At Tetra Pak, we take our responsibilities towards our customers, your customers and the environment very seriously. The first Tetra Classic package was designed 'to save more than it costs'. This ethos applies equally to environmental economies today.

The Tetra Classic Aseptic package uses the least possible amount of packaging material per volume of product of any container. Once empty, it folds down flat taking up very little space in the carton recycling bin.

Our revolutionary aseptic technology enables food to stay fresh over long periods without the risk of contamination, loss of nutrition or changes in the taste of the product. This means product waste is almost eliminated. Moreover, a distribution chain with no need for refrigeration is extremely energy efficient.

Tetra Pak takes good care of its customers by maintaining a permanent regional presence and offering an alert, world-wide organisation to ensure you'll get all the help you need, when and where you need it.

Our service packages ensure that new customers enjoy a smooth production start-up, and help enhance the efficiency of existing lines. Advanced operator training gives your staff the skills they need to work safely and correctly.

As our corporate motto states, Tetra Pak 'PROTECTS WHAT'S GOOD', it's a concept we apply very broadly – to our filling lines, the packages they produce, the products inside them, our relations with customers, the safety of your employees and the natural environment.