



PRESS RELEASE

Helsingborg, Sweden

August 10, 2016

Fauji Foods in Pakistan first to launch in Ecolean's new 125ml package size

Dairy producer Fauji Foods Ltd, Pakistan is the first to introduce its tea creamer in the brand new Ecolean® Air Aseptic 125ml package. The two companies signed one of the most comprehensive deals in the industry during 2015. The corporation is now further deepened when Ecolean's new smaller 125ml package solution hits the shelves.

Earlier this year, most of the products in Fauji Foods' liquid dairy portfolio were introduced in a variety of Ecolean® packages to the Pakistan market, making Ecolean the company's leading packaging supplier. Fauji Foods will premiere the unique 125ml Ecolean® Air Aseptic package for its popular Dostea brand, shortly to be followed by its UHT brand Nurpur.

"In order for our brands to be number one in the eyes of the consumer, the packages must be convenient as well as easily recognisable on the shelf", says Aamir Khawas, Head of Marketing & Sales at Fauji Foods Ltd. "That's exactly what we get with Ecolean. The new, smaller 125ml package fits our consumers perfectly, with just the right portion size for everyday consumption. For us, Ecolean's stand-up pouches are the future for liquid dairy products".

"The on the go trend and smaller, single-serve packaging sizes continues to show strong growth globally. With the launch of our new smaller packaging size Ecolean continues to follow current consumer convenience trends", says Anna Annerås, Marketing Director of Ecolean. "We are very excited to launch the 125ml size together with the successful and innovative company Fauji Foods, in one of the world's most dynamic dairy markets".

Ecolean's new 125ml package is available in the Ecolean® Air Aseptic product range, for ambient distribution, with or without a straw. As with all Ecolean packages, the ease of use when opening, handling and pouring, together with its unique ability to be microwaved, attracts the Pakistan consumers, and liquid food producers worldwide.

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Ecolean develops and manufactures innovative packaging systems for the dairy and liquid food industry. Ecolean's modern lightweight packaging is consumer convenience and environmental concern in one. Ecolean is a global company with headquarters in Sweden. Founded in 1996 it has commercial activities in more than 30 countries, China, Pakistan and Russia being the largest markets. Ecolean has 300 employees.

ecolean

a lighter approach to packaging

About Fauji Foods Ltd

Fauji Foods Ltd is part of the Fauji Group, a well-known business conglomerate set up as a foundation for the benefit of ex-service men. The Fauji Group has considerable interests in a range of industries such as power generation, financial services and fertilizer production. Fauji Foods' dairy portfolio consists of a range of products such as butter, cheese, tea creamers and pasteurized, UHT plain and UHT flavoured milk and juice – with Nurpur and Dostea being two of the strongest brands. Fauji Foods' portfolio in Ecolean packaging includes the tea creamer brand Dostea in Ecolean® Air Aseptic 125ml, 200ml and 250ml for ambient distribution, and the dairy brand Nurpur in Ecolean® Air Aseptic 125ml and 250ml for ambient distribution and in Ecolean® Air 1000ml for chilled distribution.

About the Pakistan dairy market

Pakistan is the third largest dairy producing country in the world and one of few where more than 90 percent of milk is still distributed unprocessed and unpackaged. Both Fauji Foods Ltd and Ecolean consider this an enormous opportunity for investment and growth.

Ecolean has been present in the Pakistan market for several years, and its activity in the region was strengthened during 2016 with the registration of a fully owned subsidiary company Ecolean Pakistan (Pvt) Ltd in Lahore, Pakistan.



Fauji Foods' brands Dostea in Ecolean® Air Aseptic 125ml, 200ml and 250ml, and Nurpur in Ecolean® Air Aseptic 125ml and 250ml, and in Ecolean® Air 1000ml.

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