

## GLOBAL BRAND ACTIMEL LOOKS TO ELOPAK OBEIKAN

One of the world's most famous health drinks, Actimel from Danone, has now been launched in Saudi Arabia in HDPE bottles from Elopak Plastic Systems.

The 100ml bottles with Alu foil lid form part of a total systems agreement between Elopak Obeikan Ltd. and the world-wide food and drink giant Danone. It is a 'one-stop-shop' approach, which includes the provision of the bottle, lid, label and wrap over materials.

Danone has launched Actimel in three flavours in Saudi Arabia, plain, orange and mixed fruit, but has maintained the same recipe of a probiotic yoghurt drink with L.casei Imunitass®, that has become the number 1 health and wellness drink in the world.

### Worldwide phenomenon

Since originally launched in Belgium in 1994 Actimel has become a worldwide phenomenon with 6 million bottles consumed each day in 26 countries. The Imunitass cultures, exclusive to Danone, help support the body's defences, naturally, by sustaining the levels of good cultures that live in the stomach. Also containing as much calcium as half a glass of milk, and being fat free has made Actimel a global brand.

For its introduction into Saudi Arabia, Danone looked to Elopak's world-wide reputation of premium quality and innovation, and the respect of the Obeikan group to provide the technology and packaging for Actimel. Elopak is able to provide the only blow moulding machine technology in Saudi Arabia which can trim the 100ml bottle with no leakage.

The mega trend for health & wellness has fuelled the success of Actimel, which has now introduced a new concept into Saudi Arabia supported by a national and satellite TV campaign, a major outdoor poster series and product sampling programme.

Elopak Obeikan will be producing bottles for Danone Actimel and the volume is expected to increase with the introduction of new flavours and the popularity of the product. In addition to the Actimel agreement Elopak Obeikan will soon be announcing a further contracts with Danone for 200ml and 500ml HDPE bottles which will produced on a Techne Blow Moulding Machine .

For more information contact [Mamoon Saudi](#).

[▲ top](#)

[Home](#) → [News & Events](#) → [Product News](#) → Actimel at EP Obeikan

