

PortaBrands On The Move

A big business at the 400 Costa Coffee cafés in the UK is selling coffee for take-away. Up until December 2005 they were using grey pulp moulded trays. Boring and space-hungry. The challenge they faced was to find an alternative

multi-cup carrier that had to be cost effective, eye-catching, safe, user-friendly, space efficient and environmentally sustainable. The answer was PortaDrink

from PortaBrands, innovators in carrying solutions. A cornerstone in the

business idea is the use of cartonboard from FSC-

managed forests, which means that the raw

material is sourced in an environmentally

responsible and sustainable manner. Mr

Bates, inventor and CEO of PortaBrands

said: "Here – and in many other solutions

– we use Frövi Carry. The board is light,

strong and offers excellent wet and tear

strength properties – vital for safe and

sturdy hot drinks carrier. We have a long

experience of Korsnäs board. Our policy and

their board go hand-in-hand."

