



PRESS RELEASE  
27<sup>th</sup> August 2008

## PortaBag<sup>®</sup> is launched – probably the safest bag on earth!

You're rushing to catch a train, but you have just enough time to buy a hot coffee and snack. The clock is ticking. You break into a jog and just reach the doors as they are closing. So what stops you becoming another victim of third degree burns and ruining your best linen suit?

Imagine a lightweight, but strong paper bag with an integral cup stabiliser, which safely and securely holds one, two or three drinks/bottles and enough room for your lunch.

**PortaBag<sup>®</sup>** is protected by patents pending and was jointly developed by Dempson Crooke Packaging ([www.dempson.co.uk](http://www.dempson.co.uk)) and PortaBrands as the only cost effective and fool-proof method of safely providing food and drink on the move. It's assembly is instant requiring a moderately well-trained flick of the hand to ensure fast and efficient service.

Made from a combination of sustainable, recyclable and compostable paper-based materials, **PortaBag<sup>®</sup>** helps reduce stock inventory and space usage and is easily branded up to 6 colours. Importantly, **PortaBag<sup>®</sup>** has been designed to be people & eco-friendly whilst not costing the earth—literally!

The size and insert configuration can be designed to meet most needs from a one-cup to a three wine bottle insert. Production and supply is local and/or global depending upon your business needs.

If you would like more information or details of stockists/distributors, please contact us on +44 (0) 1621 828007 or visit [www.portabrands.com](http://www.portabrands.com).

