

PortaBio™ Press Release

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M&S specify PortaBio™ - a new sustainable metallised paperboard laminate to meet objectives of 'Plan A' because there is no 'Plan B'!

In response to the increasing demand from consumers, brands, retailers and government for sustainable, biodegradable packaging, which is easy to recycle and compost, PortaBio™ has been developed and launched by Europe's leading laminator, API Laminates of Poynton, Cheshire, UK.

This exciting technological breakthrough was driven by M&S's desire to have quality, eye-catching packaging, which is also environmentally responsible. "The use of sustainable packaging materials is a key part of our packaging strategy. Where no sustainable materials exist, we work closely with our packaging suppliers to develop sustainable alternatives. PortaBio™ is an excellent example of what the packaging industry can collaboratively achieve" said Stuart Henderson, Packaging Buyer at M&S.



PortaBio™ is a bio-laminate made from natural cellulose-based fibres sourced from managed forests with FSC certification, which are processed and laminated to provide a high gloss metallic surface ideal for specialist and luxury consumer packaging. Up until now, metallised paperboard laminates using metallised polyester films and, in some cases, polyethylene as the laminating adhesive have been the materials of choice to create eye-catching packaging, but have presented the supply chain with difficulties in (and increasingly costly) waste management.

The brand enhancement benefits of metallised paperboard laminates are used by many leading brands such as Colgate, Macleans, Nurofen, Chivas Regal, Johnny Walker, Cadbury, Nestlé, Gillette, Calvin Klein and Bendicks. Paul Laskey, Business Manager Europe for API Laminates, says "The environment is now an essential element of the decision making process so the time is right for PortaBio™ and we believe that this product has the potential to be a very prominent material in the luxury carton market", adding "with this product and API's innovation skills, brands can maintain their differentiation and meet environmental aims".

PortaBio™ is protected by Intellectual Property Rights (IPR) and manufactured and distributed under an exclusive global licence by API Laminates. The brand owner, PortaBrands Ltd, are responsible for the marketing of PortaBio™ and supporting API and their printer/converter customers so that brands and retailers can benefit from the advantages of this new packaging product.

"The provenance of a product like PortaBio™ is the key to its relative value to brands and retailers. Ethical sourcing and smart energy recovery are the driving factors here as is the potential for recovery through normal recycling channels and compostability (e.g. EN13432 German standard). Importantly, the printer/converter must retain 'chain-of-custody' through certification if it is to bear the FSC logo on carton packaging. This is the only true way a consumer can be certain that they are buying a product with appropriate packaging, which has been sourced from managed crops. Removal of CO²-producing, mineral oil based plastics from the supply chain is an important step for the carton packaging industry as it re-establishes the value-adding qualities and environmental advantages of well designed cartons over plastic blister packs, for example." comments Ian Bates, co-founder of PortaBrands Ltd.

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