

Welcome to PortaBrands



Brief introduction

PortaBrands was founded in 2005 by the current owners, Ian and Hazel Bates. Ian has 25 years experience in packaging design and manufacturing. PortaBrands was acquired by Tri-Star Packaging in September 2010 in a multi-million pound deal.

The business started with one patented product; PortaBottle® – a revolutionary way of safely carrying bottles from store to home. The idea came about after Ian had an accident in a supermarket and 6 bottles of wine smashed because of a bottle carrier failure.

Within two years PortaBrands became the fastest growing bottle carrier supplier in the UK. The next patented and market-changing invention was PortaDrink® – a simple method of carrying multiple drinks efficiently and safely. This (or one of our other drinks trays) can now be seen in action at most major outdoor events improving service and consumer convenience.



Award-winning carriers for
liquid **brands**, which
turn heads and
improve speed of **service**

What can PortaBrands do for you?

We invent, develop and supply liquid and food carriers for bars, cafés, retailers and events. We specialise in branded multi-cup, beaker, glass or bottle carriers, which improve convenience, speed-of-service and safety at point of purchase, use and re-use.

The proliferation of media advertising has made reaching consumers very challenging so branded carriers provide an effective and targeted solution to increase sales and raise brand awareness.

Through sponsorship/advertising, cost can be off-set, neutral or an income stream.

We use 'cradle-to-cradle' design principles at each stage of development to minimise environmental impact and optimise reusability and recyclability using materials from renewable and sustainable sources.



Who works with us?

Our customers are local, regional and international.

They include retailers, brands, disposable packaging distributors, catering and event management companies.

Customers include Royal Horticultural Society, The Eden Project, Tesco, M&S, Morrison's, Musgrave, Whitbread, Compass Group, Sodexo, Brains Brewery, Marston's Brewery, Magners, Gaymers, Carlsberg, Coca Cola, Diageo and most leading disposable packaging distributors.



Are our products safe & responsible?

Each product is designed to not only reduce the risk of spillage, but ensure safe use, re-use and responsible recycling.

We can't stop people drinking too much and behaving badly, but we can make drink carriers safe so that if hurled into the air like a Frisbee, they will not hurt anybody.

Pulp drink trays have been banned from some venues in the UK and it is this that led to the development of PortaDrink® and PortaChilla™.

We also help promote the Drink Aware Campaign (www.drinkaware.co.uk) to encourage responsible drinking.



Are our products really unique?

Yes. We patent and/or design register certain market-changing products where practical. We maintain and manage these intellectual property rights diligently.

We also work confidentially with customers to develop their own unique packaging to help them differentiate their brands and add value.

Just imagine what we could do for you.

Over the next few slides are some examples of our work....





PortaDrink® 'Premium & Duo'

- ★ Patented and European Design Registered product.
- ★ 2 & 4-cup carrier with 'Duo' splittable option.
- ★ Generic options available ex. stock.
- ★ Unbleached cartonboard sourced from managed forests.
- ★ Unbeatable wet and tear strength – ideal for damp and wet conditions.
- ★ Thrifty use of space. 2-cup 500/box, 18,000/pallet.
- ★ Takes-up 100% less space compared with other drink carriers.
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ No assembly required – just pick-up & go!
- ★ Safest and most eye-catching drink carrier on the market.
- ★ Starpack Design Innovation Award Winner 2006.
- ★ UK designed and manufactured.





Reversible – branding possible both sides of board and handle.

PortaDrink® '4-pint MDU'

- ★ Patented and European Design Registered product.
- ★ 4-pint carrier compatible with a multi-head dispense unit – MDU.
- ★ Accepts most sizes of glass, plastic and paper beakers.
- ★ Reversible – can be branded both sides of board and handle.
- ★ Generic options available ex. stock – shown below.
- ★ Unbleached cartonboard sourced from managed forests.
- ★ Unbeatable wet and tear strength – ideal for damp and wet conditions.
- ★ Thrifty use of space. 375/box, 11,250/pallet.
- ★ Takes-up 100% less space compared with other drink carriers.
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ No assembly required – just pick-up & go!
- ★ Safest and most eye-catching drink carrier on the market.
- ★ Starpack Design Innovation Award Winner 2006.
- ★ UK designed and manufactured.





PortaClik® for drinks

- ★ European Design Registration applies.
- ★ Range of reusable and disposable food-service trays.
- ★ Generic options available ex. stock.
- ★ Unbleached cartonboard sourced from managed forests.
- ★ Unbeatable wet and tear strength – ideal for damp and wet conditions.
- ★ Thrifty use of space. 375/box, 11,250/pallet.
- ★ Takes-up 100% less space compared with other drink carriers.
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ Safe & easy to 'klik-up' in seconds.
- ★ Empire Cinema winner since 2006.
- ★ UK designed and manufactured.





PortaClik® for food & drinks

- ★ European Design Registration applies.
- ★ Range of reusable and disposable food-service trays.
- ★ Generic options available ex. stock.
- ★ Unbleached cartonboard sourced from managed forests.
- ★ Unbeatable wet and tear strength – ideal for damp and wet conditions.
- ★ Thrifty use of space. 375/box, 11,250/pallet.
- ★ Takes-up 100% less space compared with other drink carriers
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ Safe & easy to ‘klik-up’ in seconds.
- ★ Empire Cinema winner since 2006.
- ★ UK designed and manufactured.



The Ambient Media Advantage



- ★ Targeted media for events
- ★ Short lead-time – quick response
- ★ Low set-up and production costs
- ★ Call-to action with QR-code or tear-out voucher
- ★ Long dwell time
- ★ Litho print – no compromise on graphics



Eco-friendly media at the Glastonbury Festival

PortaClik® verses Pulp

- ★ 4 x better space-saving
- ★ Less waste
- ★ Branding
- ★ Speed-of-service

- ★ More deliveries
- ★ More energy/carbon
- ★ Unattractive
- ★ Easy to spill

Cost effective

10 x 4-cup trays





PortaSnack®

- ★ European Design Rights apply
- ★ Range of disposable lunch/snack/fun carriers which turn into a meal tray.
- ★ Optional shoulder strap which can be branded.
- ★ Different sizes available. Single kids meal to family picnic. Also refer to PortaPicnic™ option
- ★ Unbleached kraft sourced from managed forests.
- ★ Safe & easy to 'pop-up' in seconds.
- ★ The design options are endless for food-to-go and meal tray solutions.
- ★ Unbeatable wet and tear strength – ideal for damp and wet conditions.
- ★ Thrifty use of space. 260/box, 9,360/pallet, 243,360/load (kids size).
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ Pop-up assembly in less than 3 seconds.
- ★ UK designed and manufactured.





PortaPlatter™

- ★ European Design Rights apply.
- ★ Disposable food platter tray – ideal for business lunches and picnics.
- ★ Unbleached kraft sourced from managed forests.
- ★ Window made from cellulose or corn starch
- ★ High wet and tear strength – ideal for damp and wet conditions.
- ★ Thrifty use of space. 100/box, 7,200/pallet.
- ★ Takes-up 100% less space compared with other food platters
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ Quite easy to assemble in few seconds once you have the knack
- ★ Ponty's winner since 2006.
- ★ UK designed and manufactured.





PortaBottle®

- ★ European Design Registered product.
- ★ 2, 4, 6-bottle carrier (beer, wine or champagne bottles etc).
- ★ Earthy brown generic 6-bottle version available ex. stock by the pallet at 33p each. Picture below.
- ★ Unbleached cartonboard sourced from managed forests.
- ★ Unbeatable wet and tear strength – ideal for damp and wet conditions.
- ★ Thrifty use of space. 80/box, 3,600/plt, 93,600,000/load (40% more than corrugated).
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ Safe, secure, easy to ‘pop-up’ in under a second, flatten and reuse many times over.
- ★ Lasts over 2 hours in the laboratory on a mechanical jog-tester.
- ★ Glues at over 15,000 packs/hr.
- ★ Grippy feet, clink-free design with comfortable handle.
- ★ Starpack Design Innovation Award 2009 (Silver, Environmental Packaging Category).
- ★ In-store POP and SRP available.
- ★ UK designed and manufactured.





PortaChilla™

- ★ European Design Rights apply.
- ★ Single bottle or multiple bottle cooler.
- ★ No plastic coating and remains water for days.
- ★ Safe, disposable ice bucket – can't be used as a projectile out events.
- ★ Unbleached kraft Aqua-Kote™ sourced from managed forests.
- ★ Easy to 'pop-up' in seconds.
- ★ Thrifty use of space. 200/box, 4,000/plt, 104,000/load.
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ Safe, secure, easy to 'pop-up' in under a second, flatten and reuse many times over.
- ★ Very space efficient compared to plastic and metal alternatives.
- ★ Wimbledon winner 2006.
- ★ UK designed and manufactured.



PortaTray™ ECO – NEW product launch



PortaTray™

- ★ European Design Registration applies.
- ★ Splitable 4>2 cup drinks tray
- ★ One SKU replacing 2 and 4-cup pulp trays
- ★ Grips cups/bottles to ensure stability even at 45° tilt – ideal for drive-through
- ★ Will accept most sizes of cups and small bottles
- ★ Unbleached cartonboard & recycled F-flute corrugated sourced from managed forests.
- ★ Thrifty use of space. 300/box, 9,000/pallet.
- ★ Half the space compared with pulp drinks trays
- ★ Very low carbon footprint – almost zero.
- ★ Sustainable, renewable, biodegradable and recyclable.
- ★ Safe & easy to 'klik-up' in seconds.
- ★ Earthy brown generic version available from stock – shown below.
- ★ UK designed and manufactured.



10 trays – look at the space saving!





Contact Information

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