

The Co-operative puts PortaBottle® wine carrier forward for Starpack design innovation awards and wins!

The Co-operative Group was the winner of the IGD Environmental Sustainability award 2008. Ethical and sustainable product design and supply is at the heart of the Co-operative's approach to business, so it is no surprise they have introduced PortaBottle® as their new reusable and recyclable wine carrier.

PortaBottle® is now in use in all Co-operative Group stores with a licence to sell alcohol across the UK, and will replace a reusable plastic 6-bottle carrier bag and a recycled corrugated 6-bottle carrier. **PortaBottle®** is the first truly reusable and recyclable bottle carrier made from sustainable unbleached kraft paperboard sourced from managed forests.



PortaBottle® is nine times stronger than recycled corrugated. It has outstanding tear and wet-strength properties, which ensure the safe and secure transit of most bottle sizes from store to home many times over. Most corrugated bottle carriers can only be used once or twice safely, so **PortaBottle®** represents a significant step forward with minimal environmental impact. It is also consumer-friendly thanks to its simple 'pop-up' in-store assembly from flat-pack, comfortable carry handle and clink-free patented design. Manufactured in the UK under license and distributed to The Co-operative stores by Global Trading UK Ltd, **PortaBottle®** can be branded up to six water-based printing colours; making it eye-catching and easy to sponsor, whilst being cost effective for both short and long production runs. The 6-bottle version (2 and 4 also available) is packed in 80's and is so compact, 104,000 carriers can be delivered in one truck, which is nearly 50% more space, time and energy efficient than traditional corrugated bottle carriers.



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NatWest Bank still in safe hands....with PortaDrink®

Beer and cider sales have increased at the UK's leading cricket grounds thanks to the use of PortaBrands patented **PortaDrink®** carriers. Sponsored by National Westminster Bank Plc for the Test Series for the past 4 years this reusable multi-cup carrier increases speed-of-service at the bar by over 25%. No assembly required - just place the filled cups into the holes, lift and off you go.



It's the only multi-cup carrier on the market, which can conveniently and safely carry several drinks in **one-hand** without spilling. Supplied flat, its patented design is made in the UK from unbleached paperboard sourced from managed forests and can be branded easily both sides inside and out because it is reversible. There is also a 4-cup 'Duo' version available which splits into two 2-cup carriers making it thrifty on space and big on visual impact. **PortaDrink®** is sustainable, water resistant, recyclable, reusable and compostable.

PortaDrink® is now the preferred drink carrier at:

- Wembley, Twickenham, Murrayfield, Odyssey, Croke Park & Millennium stadia
- Most outdoor festivals including Glastonbury, Reading, Leeds etc
- UK Cricket Grounds including The Oval, Lords and Trafford Park
- Costa Coffee and many other cafés and restaurants across Europe.



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Don't leave your drink carrying to chance

188BET has proudly been the betting partner at Chelsea Football Club since August 2009. All the bars and cafés at Stamford Bridge are now using a 188BET branded PortaClik® multi-cup drinks trays to help improve speed-of-service and reduce spillage.



Caroline Marchmont, Market Operations Manager said “we are always looking for original and innovative ways of increasing brand awareness, and we think this useful, simple, and effective carton is great way of doing that. The inclusion of a thumbhole for stability is a great way of providing a useful product to all the fans, helping them to balance their drinks as they traverse the concourses. It's important to us that all of our products and merchandise reflect the values of reliability and respectability that we as a brand want to maintain. From drinks cartons to the online betting product, we want to guarantee that the customer has a great experience.”

PortaClik® quick overview

- European patents apply.
- UK manufactured under license by Alexir Packaging.
- Efficient space utilisation, low carbon footprint & ethical product.
- FSC certified unbleached sustainable product, which is reusable and recyclable.
- Litho printed branding impact six sides.
- Targeted ambient media opportunity.
- Speed-of-service, pop-up assembly and spill-free safety.



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