

Press Release

24th November 2008

Alexir and PortaBrands join forces to 'spice-up' food service packaging sector.



Alexir and PortaBrands are pleased to announce an agreement to jointly develop the fast-growing food service and event packaging sectors. The Alexir Partnership, leaders in direct food contact packaging, brings many years of innovative award-winning carton design, manufacture, co-packing and international sourcing; working particularly closely with leading food brands and retailer groups.

PortaBrands specialise in developing markets for patented bottle and drink carriers made from sustainable cellulose-based pulp, paper, cartonboard, fine-fluted lightweight corrugated and bio-laminates such as PortaBio[®]. Starpack award-winning products include PortaBottle[®] and PortaDrink[®].

“Alexir and PortaBrands share core values and a true passion for radical packaging innovation. Working together we will combine market and product know-how with people expertise to create a paradigm-shift in take-away food service packaging” said Ian Bates, founder and owner of PortaBrands.

“We have a dedicated team of people at Alexir who understand the importance taking a dynamic solution-solving approach, providing our customers with “best in class” in-house complete design to delivery service. The food and retail markets in the UK are the most demanding in the world and we understand to stay ahead, we must continue to focus on innovation and challenge ourselves to exceed our customers’ expectations. The food service sector is a very exciting market for Alexir and by combining our food packaging experience with PortaBrands global business, we believe we have a winning formula” said Robert Davison, founder and owner of Alexir.

For more information, please visit: www.alexir.co.uk and www.portabrands.com