

Press Release

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The Co-operative puts PortaBottle® wine carrier forward for Starpack design innovation awards 2009

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® will be 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, over 100,000 carriers can be delivered in one truck, which is nearly 50% more space, time and energy efficient than traditional corrugated bottle carriers.

More information available from:

Ian Bates, PortaBrands: +44 (0) 1621 744744 ian.bates@portabrands.com
John Clarkson, Global Trading: +44 (0) 1772 334936 johnc@gtuk.co.uk