

## Press Release

3rd November 2008

### **PortaBrands re-launches PortaBottle® - leanest and meanest cartonboard bottle carrier in the world**

PortaBottle® is an award-winning new carrier, which is so thin and strong it can be reused safely up to nine times before it is easily recycled. It's people-friendly 'pop-up' design enable almost all bottle sizes in 2, 4 and 6 variants to be carried clink-free and comfortably between store and home.



It can be branded up to six litho printed colours making it eye-catching and easy to sponsor, whilst being cost effective for both short and long production runs. The 6-PortaBottle® version is boxed in 90's and is so efficient, 117,000 carriers can be delivered in just one truck, which is nearly 50% more space, time and energy efficient than traditional corrugated carriers. It is made under license in the UK from GPI's AquaKote™ - an unbleached cartonboard with optimum wet and tear strength properties, sourced from their own sustainably managed forests.



PortaBrands pioneer, invent, develop and supply innovative, award-winning packaging solutions made from renewable, sustainable and recyclable cellulose-based materials using cradle-to-cradle design principals.

**Why not start being lean and mean with your packaging today and challenge PortaBrands to help you reduce, reuse and recycle your packaging?**

Contact Hazel or Ian on 01621 828007 or e-mail us at [help@portabrands.com](mailto:help@portabrands.com)

More information at [www.portabrands.com](http://www.portabrands.com)

