

Press Release

28 October 2008

PortaBrands launches PortaTray™ - thrifتيest drink carrier in the world

Whether you're counting the pennies, calories, grams or carbon, our new PortaTray™ will provide you with healthy savings on all fronts.



PortaTray™ is a new 4-cup drink tray, which 'snaps' easily into two individual trays making it versatile and cost effective whilst helping to reduce unnecessary waste. Advanced pulp-moulding technology enables less material and thinner pulp fibre layers to optimise weight and strength. It's thrifty on space too because it is 44% less bulky and 12% lighter than traditional drink trays. It is static, dust-free and carefully designed to ensure quick de-nesting and optimum one-handed service and re-use.

Branding through printing, embossing and colours are available at minimal cost, which means that the locally sourced newsprint grey-pulp colour can be easily enhanced with vegetable-based dyes.

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 your packaging diet today and challenge PortaBrands to help you lose weight, increase speed-of-service and sales?

Contact Hazel or Ian on 01621 828007 or e-mail us at help@portabrands.com

More information at www.portabrands.com

