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**Tri-Star and PortaBrands merge to create UK's  
most innovative packaging supplier**

Tri-Star Packaging has acquired PortaBrands in a deal that brings together two of the UK's most innovative packaging suppliers. The companies will now operate as one business, offering customers a comprehensive range of high quality food and drink packaging solutions.

Following the merger, PortaBrands will continue to trade under its own name. Ian Bates, who founded the company in 2005, has joined Tri-Star as an employee and will continue to run the PortaBrands operation. The deal means PortaBrands will now benefit from Tri-Star's substantial sales network and unrivalled experience in the food and drink packaging sector, as it aims to build on its success over the past five years.

Essex-based PortaBrands offers a wide range of on-the-move food and drink packaging solutions for retail and foodservice businesses. Its first product was the ground-breaking PortaBottle® wine carrier, and the company's range now includes a host of packaging formats that have revolutionised the way in which people transport food and drink in a variety of different environments.

PortaBrands' products have proved particularly popular in the events management sector, where its pioneering drinks carriers – such as the PortaDrink® carrier – have transformed the experiences of millions of visitors to sports and music venues.

Many of PortaBrands' products are unique in the market and protected by design patents. The merger will not affect current arrangements with PortaBrands' existing customers.

Enfield-based Tri-Star is the UK's leading supplier of food and drink packaging. It offers a host of solutions for the dining on-the-move sector, with a range that includes innovative premium packaging for meals such as salads, sandwiches and sushi.

Commenting on the merger, Ian Bates said: "PortaBrands has grown very quickly in a short time and to keep pace with demand it was important we found a partner with the capacity to help us continue to win new customers while maintaining our ability to keep innovating. We were attracted to Tri-Star because, like PortaBrands, it is a customer and market-focused business that is passionate about finding new ways to improve food and drink packaging. Furthermore, it has a reputation for customer service that is second-to-none in its field."

Kevin Curran, managing director of Tri-Star, added: "Our acquisition of PortaBrands will benefit customers of both companies by offering them greater access to a comprehensive range of food and drink packaging designed to enhance the experience of eating and drink on-the-go. Both companies share the same philosophy, which is that all of our products should benefit both the customer and the end-user by offering superb functionality and ease-of-use. All of us at Tri-Star look forward to working with Ian and his team and, of course, PortaBrands' many customers."

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For further information or jpegs, please contact:

Suzanne Howe Communications

Tel/fax: +44 (0)1732 875697/522218

Email: [info@suzannehowe.com](mailto:info@suzannehowe.com)