



The environmental impact of packaging is a subject that generates a lot of interest. At Viscose Closures there are two areas where we can make a significant contribution.

Firstly, with the products we supply. We can offer environmentally friendly solutions such as bio-degradable tamper-evident seals (Viskrings), heat shrink sleeves made from PLA which are totally recyclable and lightweight bottle closures

Secondly, we can ensure that our manufacturing processes and plant are constantly reviewed and improved to minimise their environmental effect.

External validation is important and earlier this year the company retained its Level 5 of the Green Dragon Environmental Standard, the highest level available.

Recently, we have replaced all the metal halite and sodium lights and twin fluorescent tubes in our factory with induction lighting. The new units use less than half the wattage of the old lights and are intended to last for some 80,000 light hours without light diminution. The light units incorporate light and motion sensors, which ensure that the lights only come on when needed and that any lights left on accidentally, are extinguished. An additional benefit is the quality of the light which is more akin to natural daylight.

We are also looking at installing PV Solar Panels on the factory roof. Fitting these will provide a significant portion of the company's electricity needs (up to 50KW per hour) with unused output being fed into the National Grid when the factory is not running.

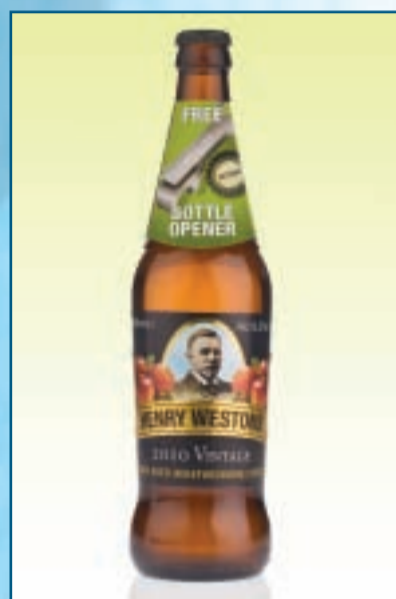
**Bill Cartwright**, Managing Director

## CROWN PROMOTION

Viscose Closures are providing special crown corks to support a promotional campaign being launched by Westons Cider. Customers who purchase four bottles of Henry Weston Vintage cider will be able to receive a limited edition satin finish metal key ring bottle opener in exchange for four of the promotional crown corks.

The crown corks are made from tin-free steel and have Westons printed inside the liner. They will be used across the range of Henry Weston Vintage ciders and will be available during the summer and autumn period.

'We have worked with Viscose Closures before,' said Heather Mead, Marketing Communications Manager at Westons Cider, 'and knew they had the ability to supply us with quality crowns and within the timescales we needed to support this promotion.'



## KITCHEN GARDEN FOODS

Viscose Closures are supplying heat-shrink capsules to award winning preserve makers, Kitchen Garden Foods, who are based in Stroud. The capsules will feature on a range of Kitchen Garden's handmade salad dressings and fruit vinegars.

The capsules are printed matt black with a vertical tear tab and with a flat top profile to suit a metal closure on a glass bottle.

'At Kitchen Garden we pride ourselves on the quality, integrity and originality of our products,' said Robin Moinet, joint owner of Kitchen Garden Foods, 'and we feel that the capsules enhance the look of our products. Moreover, the tamper evident closure gives added safety reassurance to customers both at home and abroad.'

## MELLOW YELLOW

Viscose Closures have begun supplying ROPP closures to Farrington Oils for use on 500ml bottles of their award winning Mellow Yellow® rapeseed oil and 250ml bottles of artisan dressings.

The 31.5mm x 44mm aluminium caps are printed with Farrington's around the base of the cap and carry a leaf motif on the top of the cap, which echoes the elegant design on the bottle label. The closures include an integral pourer.

Farrington's had previously been using a combination of an ROPP closure and a printed PVC capsule but feedback from customers suggested the bottles were not always easy to open. Farrington's contacted a number of closure manufacturers and chose Viscose Closures to produce a single alternative closure.

'I believe we are the first rapeseed oil brand to use these caps,' explained Duncan Farrington, Managing Director of Farrington Oils, 'and this will help enhance our market position. The caps are good quality, look more modern and most importantly make it easier for our customers to open and store the bottles.'



## RUM HISPANIOLA

Viscose Closures have recently started to supply ROPP closures to Mardi S.A. of the Dominican Republic for use on their range of Hispaniola rums.

The 30mm x 44mm aluminium caps which incorporate a non-refillable fitment are printed gold with a blue top and have red, white and blue print on the side.

Luis Beltre, International Sales Manager at Mardi S.A. said; 'We came across Viscose Closures' website on the Internet and found the company receptive to our needs and efficient in its delivery. We have already received many compliments on the new closures.'

Stunning Sleeves – for bottles, cans and jars  
Matchless Machines – to fill, cap and cork.

Colour-Matched Caps – in metal or plastic  
Fabulous Foils – PVC, poly laminate and aluminium

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