

# LONG FLAT



## BOTTLE SHOPS GOING GREEN

Bottle shops will carry ecofriendly wine containers. B-Pak was launched in Australia today, with carton-style packaging that claims to reduce packaging waste by 90 per cent, greenhouse emissions by 75 per cent and energy requirements by 50 per cent. The eco-friendly packaging is created by Tetra Pak.

A total of 26 trucks are required to deliver one million empty wine bottles, but only one is required to deliver one million B-Pak cartons.

MX Sydney  
March 10, 2008

## THE B-PAK (IT'S A BOTTLE IN A PACK)

ALL THE BENEFITS OF A BOTTLE.  
ALL THE CONVENIENCE OF AN ENVIRONMENTALLY FRIENDLY PACK.  
ANOTHER SIMPLY GREAT IDEA FROM LONG FLAT

