

CASE STUDY

SIX O'CLOCK GIN

ROSENFLEX



PACKING SOLUTIONS
FOR A SUSTAINABLE FUTURE



CLIENT
Bramley & Gage

BRAND
6'O'Clock Gin

SPECIFICATION

Recyclable 70cl Refill Pouch
Centre Spout
Matt Blue Finish with Silver
Metallic Logo and Text



**Bramley & Gage – Six O'Clock Gin
Pouch 3D Renders**



Becoming environmentally responsible is now hugely important for many distilleries.

With brands constantly looking at how to be more environmentally friendly, from reducing waste, to sourcing locally to lessen impact on the environment, Six O’Clock Gin’s goal is to build sustainability into business processes and products.

Bramley & Gage originally came to us, with the view to expanding their range by adding eco-refill pouches, a sustainable packaging alternative for repeat customers. As a highly respected producer of the popular artisan brand, 6 O’clock Gin. Bramley & Gage required a high quality product that also helped achieve their sustainability goals.

Identifying refill pouches as one of the fastest growing areas for distilleries (+7-15% each year), Bramley & Gage needed a packaging supplier able to guide them into the new eco-refill landscape.





Bramley & Gage – Six O’Clock Gin
The Project

For Six O’Clock Gin, our ability to offer Refill pouches at low MOQ’s of just 1,000 units was key.

Keen to do their proper due diligence by first testing the market and product, Bramley & Gage required short run, custom printed & bespoke sized refill pouches, so when we explained we could produce that all of for them with just 1,000pcs minimum order, we were met with lots of enthusiasm.

“Everything in our process, from initial discussion to production is tailored to our customers requirements, pouch size, print, spout location, everything. For Bramley & Gage, they needed to test the market first before expanding out refills to their other products. We’ve been able to offer that with UK production, small minimum order quantities and quick turnarounds of just 10-15 days.”

Leo Reid (Project Lead) for Rosenflex.





**Bramley & Gage – Six O’Clock Gin
The Project - Recyclable**



Having a Recyclable Refill Pouch helps achieve sustainability goals.

The refill pouch option ticks off many sustainability goals in comparison to rigid bottles. For example, inventories of spouted pouches are much more space efficient and require much less area to transport, so require fewer trucks for transportation, reducing fossil fuel consumption and CO2 emissions. Once at the distillery, they also take up a lot less space, which for many city based distillers is key.

A spouted pouch also requires significantly less energy to produce and given that our production facility is here in the UK, that also saves on air-miles, further reducing CO2 emissions.

For Bramley & Gage, with a freepost system in place, all you have to do is pop the empty pouch (no envelope or stamp required) in the post box and it will be returned to the distillery and recycled with TerraCycle® via their Zero Waste Box™ solution. The Refill Pouches are sorted, turned into plastic granules and transformed into new products.

By using Royal Mail to deliver and return your Eco-Refill Pouch, Bramley & Gage are using existing delivery routes rather than creating new ones, which again reduces CO2 production.



The lifecycle of a pouch reduces the impact on the environment in manufacturing, materials, storage, emissions, transport and landfill.

Spouted Pouches vs Rigid Bottles

- ⦿ Require approximately 50 percent less energy to produce
- ⦿ Use approximately 60 percent less plastic than rigid plastic bottles
- ⦿ Are much more space efficient and require less area to store in warehouses
- ⦿ Generate less CO2 emissions during production
- ⦿ Produce significantly less landfill waste
- ⦿ Require fewer trucks for transportation - reducing fossil fuel consumption and CO2 emissions





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