

**DATE: 28 September 2011**

**Brau Beviale Preview, APPE, Halle 4 / Stand 409**

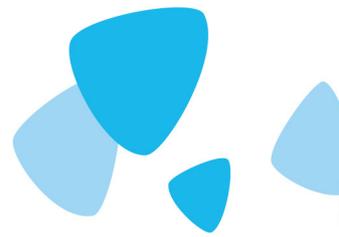
**APPE TO UNVEIL LATEST TECHNOLOGY INNOVATIONS**

A new manufacturing technique to allow the creation of handled larger size PET bottles and a unique new barrier technology will be two of the major highlights of the APPE stand at Brau Beviale this year. In addition, APPE will be showcasing its latest designs and developments in PET containers for beer, wines, juice, CSD and mineral waters as well as detailing the company's continuing initiatives in sustainability.

APPE, a division of LSB and Europe's leading convertor and manufacturer of PET preforms and bottles, will be launching a radical alternative to extrusion blow moulded HDPE bottles with integrated handles. The Deep Grip bottles will offer a recess of up to 25mm each side to create an effective hand hold, providing convenience and easy handling for containers up to 7 litres in size combined with the many established benefits of PET including clarity, light weight and design flexibility. Typical applications will include juice and dairy.

Also making its European exhibition debut will be APPE's brand new barrier technology following its official launch at the World Juice Conference in October. The new system, which is ideal for juice and wine applications, will offer a number of important enhancements over existing barrier technologies in terms of performance, clarity of material and recycling potential. Product protection tests have shown that it delivers excellent results in vital areas such as prevention of vitamin C loss and oxygen ingress.

As well as the two new products, the APPE stand will contain individual sections focusing on the company's capabilities in beer, wines, juice, CSD and mineral water. Notable successes on show will include the recently launched Heineken keg, an innovative cost-effective small draft beer system for use at home.



APPE will also underline its leading position in the implementation of effective sustainability initiatives with details of its pioneering work in recycled PET production and the 100% remanufacture of the material into packaging applications, coupled with its many long established in-house energy reduction programmes. These achievements have recently been recognised with the winning of the 'Beyond the Package' category of the Greener Package Awards, the first independent global competition focused on packaging sustainability.

#### **APPE PACKAGING**

Ellice Way Wrexham Technology Park Wrexham LL13 7YT  
**T** +44(0) 1978 317 378 **F** +44(0) 1978 317 384

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**LSB**