

PML Twist Pure Milk Ltd UK



Pure Milk Ltd has launched a new range of flavoured milks in four different flavours - chocolate, vanilla, banana, strawberry. They are all packaged in 350 ml and 500 ml HDPE bottles from Elopak Plastic Systems.

Marketing Concept

This packaging innovation is designed to take Pure Milk Twist to new target audiences. In the UK and Europe consumers now drink on the move, it is an "on the go" society which demands convenience but with all the trimmings such as taste and goodness.

Pure Milk Ltd worked with Elopak Plastic Systems (EPS) to produce the uniquely shaped bottle designed to fit neatly into the hand of a child or young adult. It is perfect as a healthy, nutritious lunchtime or snack-break drink.

Middle market positioning, with a wide target market. Marketed to mothers buying for children and at the impulse buy market.

The PML brand name is modern and relevant to the market, focusing on the values and benefits of milk.

Distribution

UK wide ambient distribution to all retail sectors in units of 10 shrink wrapped. Shelf life is 6 months.

Technical information

The HDPE bottles are produced on Techne extrusion blow moulding machines installed at the Elopak Plastic Systems "Hole-through-wall" site in Manchester.

Additional information

Paul Loska from EPS in Manchester adds, "This is a key innovation for the customer, who demands innovation to grow its markets and keep its brands alive. We are constantly working with Pure Milk Ltd to develop new packaging solutions."



product PROFILES

David Girdler, sales and marketing director at Pure Milk Ltd adds: "Through extensive research in the soft drinks sector we have identified a gap in the market for this type and size of flavoured milk drink, especially among seven to fourteen year olds. Research shows that children of this age prefer to drink from a bottle - so Pure Milk Twist is the coolest way to enjoy a refreshing flavoured milk drink."

Elopak Plastic Systems,
Cherstrasse 4,
CH-8152 Glattbrugg, Switzerland.
Tel. 00 41 1 809 6363 Fax. 00 41 1 809 6383
plastics@elopak.ch