



**PortaBio™**  
Product Case Study

**Exceptional Brand Enhancement**

**The brief**

In order to help meet the requirements of their 'Plan A', M&S identified a requirement for a packaging material that was not only eye-catching and suggestive of high quality but also answered the increasing demands from consumers, brands, retailers and government for sustainable, biodegradable packaging. Previously metallised paperboard laminates were only available using oil-based polymeric films with some manufacturers also using polyethylene (again an oil-based plastic) as the lamination adhesive. These materials are neither sustainable nor biodegradable.

**The approach**

Working in conjunction with M&S and their nominated printers, API Laminates evaluated a range of different materials in order to ensure that identical visual and performance characteristics to standard metallised laminates were maintained whilst satisfying the required environmental criteria.

**The solution**

API developed a metallised laminated board material which is manufactured using only natural cellulose-based materials, which are compostable and sourced from managed forests with FSC certification. The appearance and performance of the material, branded PortaBio™, are identical to more traditional metallised board laminates. PortaBio™ has already been adopted by M&S on a number of cartons in their bakery and delicatessen ranges.

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