

Are you ready to join to the **Refill Revolution?**

poucher[®]



REFILL. REMIX. REDEFINE.

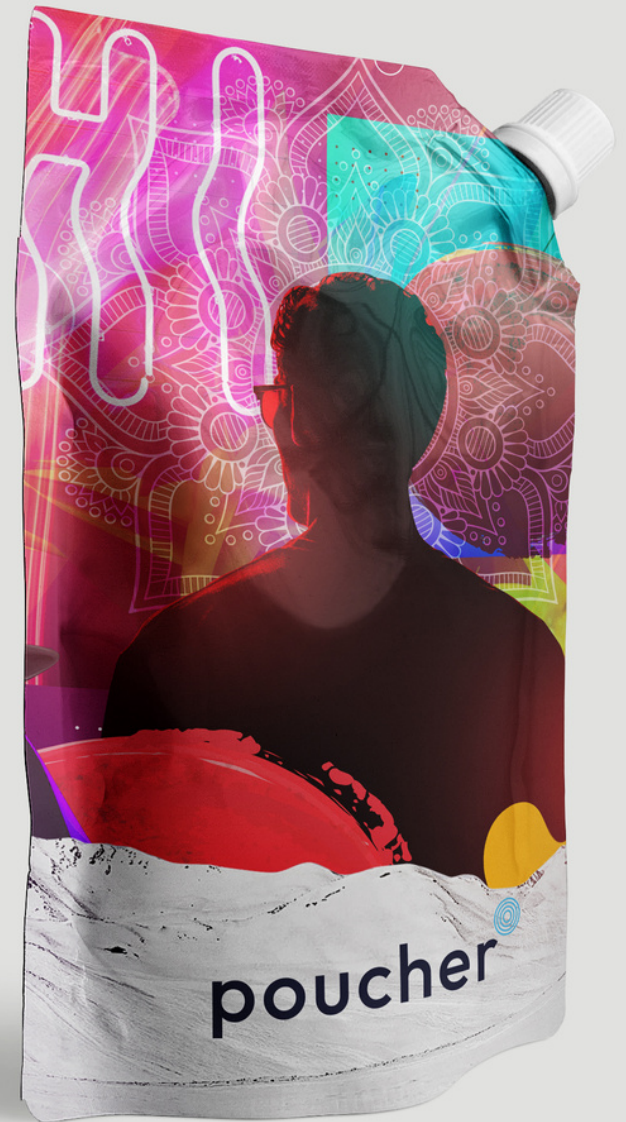
The growth of refills is surging as distillers look to add alternative portfolio options to improve brand sustainability and mediate risk amidst surging global pressures.

Offering flexibility & functionality, the refill pouches climb to become the perfect ally to distillers and companion to the bottle continues.



**'THE COST OF DISTILLING HAS GONE
UP, THE COST OF GLASS, THE COST
OF LABELS, THE COST OF STOPPERS,
THE COST OF BARRELS.
EVERYTHING'**

BLACKWATER DISTILLERY



AUDITED. ACCREDITED. QUALIFIED.

With BRC (British Retail Consortium) approved production, we've set a commitment to meet the highest global standards of food safety and quality. (Accreditation pack available on request)

Production is strategically located to provide your distillery with local and cost effective solutions.

Food safe production and materials:



WHY POUCHES?



CUTS COSTS

In the midst of a cost of distilling crisis, pouches emerge as a valuable ally for distillers by significantly reducing operational expenses. (cost of packaging, distribution, warehousing costs)



PROMOTES BRAND LOYALTY

Pouches can bolster distillery brand loyalty by demonstrating a commitment to sustainability and convenience. As consumers associate the brand with sustainability and user-friendly experience, it naturally encourages long-term loyalty.



WHY POUCHES?



REGULATORY COMPLAINT READY

Not included in DRS schemes, pouches offer an alternative to reduce upcoming regulatory headache.



PROVIDES ALTERNATIVE REVENUE STREAMS

Pouches allow distillers to tap into the growing trend of spirit subscriptions. Bars, hotels, and restaurants also benefit from the space-efficient design of pouches, making them an attractive option for the hospitality industry.



Unlock savings with every refill.

Pouches are lightweight making them cost efficient to transport plus require significantly less energy to produce, which all leads to significant packaging cost savings.

Rising glass prices and lead times make pouches an even more attractive prospect providing cost savings to both distiller & end user with every refill.

save and sustain.

our refill pouch costs a third of our bottle price, helping us reduce overall packaging costs by 15%

brother earth gin

big cost saving



Case Study.

Glaswegin

Pouches help Glaswegin pass considerable savings onto customers.

promoting brand loyalty to refill and subscription based models.

selling for
€35,95



selling for
€45,95





TRUSTED BY BRANDS

We work with top brands and distillers to supply their liquid packaging across a range of formats;

BREWDOG



O'CLOCK GIN

**Glas
wegin**



**Brixton
Gin**

Sapling



COTSWOLD
DRINKS CO.

spirited sustainability.

REDUCE YOUR PACKAGINGS CARBON EMISSIONS

Pouches require less energy to produce and are super lightweight, greatly reducing CO2 emissions in transit.

RECYCLE & REDUCE WASTE

With a range of materials available, pouches can be recycled via multiple recycling channels.

refill for a greener tomorrow.



LESS PACKAGING. LESS WASTE.

Super streamlined with a product-to-package ratio of 97.3% (product weight) to 2.7% (package weight)

CAN BE MADE WITH RECYCLED MATERIAL

Developed with food approved recycled materials, your pouches can be made with PCR (post consumer recycled) content.



RECYCLE WITH BAGS
AT LARGER STORES

Check Locally Kerbside

POUCHER PROVIDING SUPPORT

From approved co-fillers to packing equipment specialists, we can help point brands in the right direction for their fulfilment requirements.

Pouches can be filled either through the spout, or via an open portion on the pack before heat sealing.

Filling method is usually determined by fill capacity and equipment capability.



**pouch ready local
contract filling.**



**approved filling
lines.**



READY. SET. GO.

GET IN TOUCH WITH US TODAY & JOIN THE REFILL MOVEMENT



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**POUCHER FLEX
WESTON BUSINESS CENTRE
HAWKINS ROAD
COLCHESTER
ESSEX
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