



## PRESS RELEASE

*Date : 19.09.2024*

*Subject: New PET bottles, one step closer to a more circular alternative*

### ***Sources Rosport has just launched its brand new range of PET bottles made from “Made in Luxembourg” plastic and blown in Rosport.***

In July this year, *Sources Rosport* announced that its PET bottles for *Rosport Viva*, *Rosport Classic* and *Rosport Blue* would be changing. They are now available at sales outlets across the country, and are distinguished by the fact that all natural mineral waters, still and sparkling, are filled in the same transparent bottle. The bottle is made from recycled PET, and is 100% recyclable.

Since the European directive EU 2019/904 imposing a tethered cap on all beverages was published, and the July 3, 2024 deadline made known, the management of *Sources Rosport* has been considering the strategy to be put in place to comply with the said directive.

The decision was soon taken to unify the *Classic*, *Blue* and *Viva* bottles, and to blow these new bottles at Rosport at the same time as the changeover to tethered caps. In June, a brand-new bottle-blowing machine was installed and commissioned at the Rosport production hall. This brand-new range was naturally accompanied by a new cap, a redesign of the labels and the packaging film. To inform the general public of this change, *Sources Rosport* also commissioned the production of a new advertising film, which advocates that the new bottles turn with the world around us. The key message refers to the circularity of the bottle, which rotates in a local, short and closed circuit.

### ***A step closer to a more circular packaging.***

There's no denying that plastic, and single-use PET bottles in particular, have been a hotly debated topic in recent years. Yet this lightweight, practical format remains in high demand, which is why *Sources Rosport* has taken a closer look at its recycling, with the aim of reducing its environmental impact to a minimum.

For over a decade, the Luxembourg SME has been seeking to make managerial decisions with a view to ecological responsibility. It is precisely these reflections that have supported the



efforts undertaken since 2011, whether in terms of bottle weight reduction or the use of more eco-responsible wrapping film.

*Sources Rosport* has also been considering the use of recycled materials for its PET bottles for many years. Thus, in 2014, an agreement was signed between *Sources Rosport*, *Valorlux* and *Plastipak*, guaranteeing that Rosport's PET bottles, which are collected via selective sorting, are recycled and used for the production of new bottles (bottle-to-bottle). As *Sources Rosport* does not export its products, and its water bottles are made without virgin plastic, the objective of optimal recycling is paramount, thanks to the active participation of consumers in the sorting process.

### ***Secondary packaging is also part of our eco-responsible approach***

Multipacks from the *Rosport Viva*, *Rosport Blue* and *Rosport Classic* ranges are packaged in plastic film bearing the "I'm Eco" label. This heat-shrinkable film is made from over 50% recycled polyethylene (PE). By choosing this material, *Sources Rosport* is moving as far as possible away from the use of virgin plastic, with the aim of recycling as much of its packaging as possible. This 100% recyclable film is given a new life by landing in the Valorlux blue bag or by taking it to a local recycling center.

### ***Sources Rosport's eco-responsibility: relentless efforts***

Since 2011, *Sources Rosport* has been committed to a corporate charter for social responsibility and sustainable development (CSR). This approach involves integrating medium- and long-term sustainable development issues into the company's vision and strategy. *Sources Rosport* products are distributed exclusively in the Grand-Duchy of Luxembourg. This means that transport routes from source to consumer are kept to a strict minimum, significantly reducing greenhouse gas emissions.

Managerial considerations don't stop there, and Rosport's environmental policy also calls for the shortest possible routes for suppliers, while respecting the company's quality charter. To name but a few, PET bottle preforms come from Bascharage, closures from a plant in Wiltz, labels from Fridhaff, while the cardboard needed to manufacture transport crates (trays) and pallet inserts is manufactured in Lintgen.

*Sources Rosport* has updated its website to include a platform highlighting the journey of its products and the impact of its management decisions. Perfect traceability underlines the importance of working as locally as possible.

Rosport Viva: <https://products.seedtrace.org/rosport-viva>

Rosport Blue: <https://products.seedtrace.org/rosport-blue>

Rosport Classic: <https://products.seedtrace.org/rosport-classic>



## **Digital press release and pictures**

*The press release and pictures can be downloaded from our website:*

*[www.rosport.com](http://www.rosport.com) under the "ACTUALITES" tab.*

*If you have any other questions or require visuals, please do not hesitate to contact us.*

### **Press Contact :**

Sophie KIRSCH

Communication & Events manager

Phone : 408 403 -23

Email : [s.kirsch@rosport.com](mailto:s.kirsch@rosport.com)

Sources Rosport S.à r.l.

19, rue Edmond Reuter

L-5326 Contern

FB & IG : @Rosport & sources.rosport

Web : [www.rosport.com](http://www.rosport.com)

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### **About Sources Rosport S.à R.L.**

*Founded in 1955, "Sources Rosport" produces carbonated and non-carbonated natural mineral waters: "Rosport Classic", highly sparkling, "Rosport Blue", slightly sparkling, and "Rosport Viva", a still natural mineral water. Since 2012, "Rosport Pom's", a refreshing "Apple spritzer"-type drink made from apple juice and Rosport sparkling water, has also been part of the Rosport family. In 2018, "Rosport mat" made its debut. This is a sparkling mineral water with no added sugar and flavoured with lemon, lime, mint or grapefruit. In 2020, "Sources Rosport" launched "Rosport Sunny", a drink based on still mineral water mixed with fruit juice and available in 3 flavours: lemon/lime, peach and lemon/ginger.*

*The aim of this 100% Luxembourg-owned SME is to appeal to consumers through the unique taste of its drinks, the rich and balanced composition of its mineral salts and the variety of its products. Respect for the environment, social responsibility and safety in the workplace are also key priorities for the company. The company is ISO9001:2015, ISO14001:2015 and ISO 45001:2018 certified. Choosing a "Sources Rosport" product means opting for bottles produced and sold exclusively in the Grand-Duchy of Luxembourg. This choice was made in the hope that, with the active participation of its customers, each bottle could be entirely reconstituted and recycled by the company, in order to reduce waste and the carbon footprint to a minimum.*