



COMMUNIQUE DE PRESSE

Date: 27.01.2026

Topic: Sources Rosport is redesigning the labels for its range of mineral waters in glass bottles and creating a uniform brand design.

Sources Rosport presents its new labels for glass bottles: a modern, easily recognisable family look.

Sources Rosport is launching new labels for its glass bottles, harmonising the visual identity of its mineral water range. The design of the new labels is inspired by the existing PET labels, creating a clear and consistent family look for all its mineral water brands. Thanks to this new design, the entire range benefits from high recognition value, regardless of the shape of the packaging or the distribution channel. At the same time, the labels remain true to the high quality standards for which Rosport glass bottles are renowned.

The labels are printed on silver paper, which creates a particularly refined effect thanks to its sparkling gloss. The material emphasises the character of the brand and gives the bottles a modern and fresh look. With the new label design, Sources Rosport combines contemporary design with brand consistency and strengthens its leading position in the Luxembourg market.

‘A consistent design across all distribution channels is an important factor in brand strength,’ explains Max Weber, Director of Sources Rosport. ‘With the new labels, we are offering consumers a clear and modern image, both in retail and in the catering sector.’

As part of its environmental responsibility, which is also embedded in the corporate charter for social responsibility and sustainable development (CSR), Sources Rosport procures its labels from a local company based in Fridhaff. This minimises transport distances and greenhouse gas emissions. For years, the Luxembourg-based company has been making management decisions in line with its commitment to environmental responsibility, working with local suppliers and not exporting its products beyond the country's borders.

The glass bottles with the new labels will be available from now on in all supermarkets, beverage retailers and restaurants.



Digital press release and photos

The press release and some photos are available for download on our website www.rosport.com, under the heading 'NEWS'.

If you have any questions or would like to obtain additional photos, please do not hesitate to contact us:

Press contact:

Tanja KINNEN

Communication & Events Manager

Tel: 408 403-23

E-Mail: t.kinnen@rosport.com

Sources Rosport SARL

19, rue Edmond Reuter

L-5326 Contern

FB & IG: @Rosport & @sources.rosport

www.rosport.com

.....

About Sources Rosport S.à R.L.

Founded in 1959, Sources Rosport SARL currently produces naturally sparkling and still mineral water. Its range includes Rosport Classic (highly carbonated), Rosport Blue (lightly carbonated) and Rosport Viva (still mineral water). Since 2012, Rosport Pom's, a blend of apple juice and Rosport mineral water, has also been part of the Rosport family. In 2018, Rosport Mat was added to the range: a sparkling mineral water with no added sugar, flavoured with lemon, lime, mint or grapefruit. In 2020, Sources Rosport launched Rosport Sunny, a drink made from still mineral water mixed with fruit juice, available in three flavours: lemon/lime, peach and lemon/ginger.

The objective of this medium-sized, 100% Luxembourgish company is to attract consumers with the unique taste of its beverages, their rich and balanced mineral composition, and the diversity of its products. An environmentally responsible approach, corporate social responsibility and occupational safety are key areas of focus. This is also demonstrated by Sources Rosport's certifications for the following internationally recognised standards: ISO9001:2015, ISO14001:2015 and ISO45001:2018. Choosing a Sources Rosport product means opting for bottles produced and sold exclusively in the Grand Duchy of Luxembourg, in the hope that, with the active help of its customers, each bottle can be fully recycled. The aim is to avoid waste and minimise the carbon footprint.