



PRESS RELEASE

Date : 14.06.2024

Subject: Collaboration with Ruth Lorang - Limited Edition for National Day

Sources Rosport continues its collaboration with Luxembourg artists and is relaunching a limited edition of its bottles for National Day.

To celebrate Luxembourg's National Day, "Sources Rosport" has announced the launch of a limited edition of its "Rosport Classic", "Rosport Blue" and "Rosport Viva" one-litre returnable glass bottles.

For this third special edition, the Luxembourg company collaborated with illustrator Ruth Lorang, who created unique labels in the colours of each of the products. The idea behind this initiative is to offer a limited edition each year, highlighted by a Luxembourg artist, to celebrate Luxembourg's National Day.

A collaboration with artists from Luxembourg

Two years ago, "Sources Rosport" launched a limited edition of its naturally sparkling mineral water, "Rosport Blue". This edition was created by Lisa Junius, whose blue world was a perfect match for this product. The many positive responses encouraged the management of "Sources Rosport" to make this an annual edition.

Last year, Liz Kummer, a Luxembourg illustrator who specialises in creating unique visual universes for everyday consumer products, was chosen for the project. Her artistic interpretation of the collective celebration around the fireworks display on 22 June charmed the "Sources Rosport" team.

This year, it was a young designer from Luxembourg, Ruth Lorang, who contacted the brand to suggest her style. Since her studies in visual, plastic and spatial arts, with a specialisation in interior architecture, she has nurtured the dream of creating her own multidisciplinary design studio. That dream came true just over a year ago, and today she offers design services



covering a wide range of fields, from space design to furniture and illustration. Her approach, marked by a particular attention to respect for people and nature, as well as a touch of colour and playfulness, appealed to 'Sources Rosport'.

The labels were designed as part of a collaborative creative process. The choice of depicting Luxembourg's National Day quickly turned to the Melusina, a subject dear to Ruth Lorang's heart. This feminine subject represents both Luxembourg and the theme of water, so it quickly won unanimous approval.

Her style, a collage of illustrations, aims to visually convey sensations of texture, something tangible and human. Narratively, the Melusina observes the bank holidays from afar and celebrates it alone, a poetic and moving side characteristic of Ruth Lorang.

The choice of returnable glass bottle

The choice of bottle for this limited edition naturally fell on the returnable glass bottle, which meets all the criteria in terms of both quality and ecology. Made from over 70% recycled glass, they can be filled up to 50 times and are 100% recyclable at the end of their life cycle.

By choosing not to export its products, "Sources Rosport" ensures a very short distribution circuit, keeping environmental impact to a strict minimum.

"Sources Rosport" recommends that customers do not delay in obtaining bottles bearing the Ruth Lorang labels, as the National Day 2024 edition is strictly limited and is likely to run out quickly. They are already available in many shops, Drink Shops and drinks outlets.

Digital press release and pictures

Discover the world of Ruth Lorang on her website: <https://www.ruth-atelier.com/atelier>

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

www.rosport.com under the "ACTUALITES" tab.

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

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About Sources Rosport S.à R.L.

Founded in 1959, “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 "Apfelschorle"-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, and has been awarded the ESR label by the INDR every year since 2011. 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.