



Britvic's J₂O reaches new markets securely and in style with Oxbar® and new closure from Constar International Inc.

Britvic's J₂O premium juice drink is now able to reach new on-premise venues where glass is prohibited, such as vending, sports arenas, outdoor events, and airlines. This is thanks to the protection, unbreakability, and light weight of the novel PET bottle and closure supplied by Constar International Inc, a leading manufacturer of PET (Polyethylene terephthalate) bottles.

J₂O is a premium product requiring a bottle that would preserve its premium quality. Constar provided the industry's most powerful product-protecting barrier, Oxbar® oxygen scavenging technology, which gives the product a six-month shelf life.

This new packaging development and subsequent launch by Britvic is the conclusion of a fast-track joint development. Constar UK used its in-house development facility and engineering skills to produce this advanced package, giving Britvic the most appropriate PET solution for J₂O to enter new markets. Constar's novel, lightweight closure (PLP™ -- Plastic Low Profile) enables a very low bottle finish weight, while providing a contemporary new look.

Chris Phelan, Technical Director of Constar's European Group commented, "J₂O is the first product that will benefit from our proprietary new bottle and closure finish combination. We were particularly pleased to be able to take the PLP™ closure and finish technology to market with a high-profile Britvic product."

Simon Oxley, project manager at Britvic, added, "Constar has risen to the challenge of delivering a high quality package for a premium brand. The company's pro-active approach has helped take J₂O into new markets. This fast-track development is the culmination of a strong inter-company relationship and Britvic is pleased to have Constar's expertise within our network of world class suppliers".

For more information, please contact: Alan Silverman, Vice President of Marketing and Business Development (215)552-3700

About Britvic

Britvic is one of the two leading soft drinks businesses in Great Britain. The Company is the largest supplier of still soft drinks, the faster growing category in the soft drinks market, the number two supplier of carbonates and enjoys the right of first refusal of all new carbonated drinks developed by PepsiCo for distribution in Great Britain.

Britvic's broad portfolio of leading brands includes established names with high brand recognition such as Robinsons and Tango and highly successful innovations such as J2O and Robinsons Fruit Shoot. Included within the portfolio are the Pepsi and 7UP brands, which Britvic produces, markets, sells and distributes under its exclusive appointment from PepsiCo. This brand and product portfolio enables Britvic to target and satisfy a wide range of consumer demands in all the major soft drinks categories, via all available routes to market.

About Constar

Philadelphia-based Constar International Inc. is a leading global producer of PET (polyethylene terephthalate) plastic containers for food, soft drinks and water. The company provides full service packaging solutions, from product design and engineering to ongoing customer support. Its customers include many of the world's largest consumer product companies.