



Sustainable Packaging meets Ambient Media

Smarter packaging for a more sustainable future – connecting **brands, people** and **places** that matter.


SUSTAINABLE


INNOVATIVE


IMPACTFUL


FUTURE FOCUSED



REDUCING
IMPACT



DRIVING
ENGAGEMENT



BUILDING
CONNECTIONS



CREATING
VALUE

Reel[™]
REEL-LIVE.COM

SUSTAINABLE AMBIENT MEDIA

Bringing together our expertise in packaging, we have created a range of ambient media-ready packaging solutions made from regenerative materials. They are also water-resistant, making them ideal for both indoor and outdoor events.

The ambient media market grows in line with advertising spend, which in the UK alone is over **£22 billion**.

GROWTH DRIVERS



EXPLOSION OF FESTIVALS AND OUTDOOR EVENTS

The UK events calendar is busier than ever, driving demand for innovative brand experiences.



MUSICIANS NEED MORE INCOME REVENUE

Merchandise and brand partnerships are an increasingly important source of income.



BRANDS AND CREATIVE AGENCIES ARE DEMANDING MORE ENGAGING CAMPAIGNS THAT DELIVER TANGIBLE IMPACT AND MEASURABLE VALUE

Brands need ambient solutions that cut through and connect.



BRANDS AND EVENTS NEED FAST DELIVERY, CONVENIENCE AND SAFETY within a closed-loop sustainability model, which is driven by sponsorship, branding and responsive service.



In 2025, the UK festival landscape saw **592** music festivals, with total attendance figures supported by a record-breaking **23.5 million** "music tourists" (domestic and international) who attended shows and festivals in the UK during 2024 - 2025.



At Glastonbury,
1.2 MILLION
pints are poured.



Pint carriers increase
speed-of-service by
UP TO 25%

4 PINTS.
1 CARRIER.
PAID MEDIA.

TURN PACKAGING INTO PROFIT

AMBIENT MEDIA IN ACTION

📍 PRINCIPALITY STADIUM, CARDIFF



EXECUTIVE SUMMARY

Packaging was transformed from a cost centre into a revenue-generating asset through ambient media.



THE CHALLENGE

- Bar congestion limiting revenue
- Missed upsell from single-serve behaviour
- Packaging delivering zero commercial value



THE SHIFT

REEL 4-pint carriers =
Operational tool + Media asset

COMMERCIAL MODEL

| COST TO VENUE | BRAND FUNDING | NET PROFIT |
|---------------|---------------|------------|
| <15p | + ~20p | = +5p |
| | | PER UNIT |

IMPACT



+25%
BEER SALES
UPLIFT



FASTER
SERVICE,
HIGHER
THROUGHPUT



HIGH-IMPACT
BRAND
VISIBILITY
AT SCALE



CONCLUSION

PACKAGING THAT PAYS FOR ITSELF –
AND THEN SOME



Reel[™] CUP



IMPROVES BAR SERVICE SPEED BY 25%+

Faster service. Happier customers. Higher throughput.



DEPLOYED IN SECONDS FROM FLAT

Very space efficient. Easy to store. Quick to use.



2 & 4-CUP VARIANTS AVAILABLE

Flexible formats to suit different occasions.



GENERIC VERSION AVAILABLE

Unbranded option for all venues and events.



SUPPORTS 12-16oz CUPS & MOST PINT BEAKERS

Broad compatibility across leading cup systems.



IP PROTECTED

Proprietary design. Protected innovation.



PE, PLA, PFAS AND FOSSIL-FREE

Sustainable materials. Built for the future.



DESIGNED FOR SPEED. BUILT FOR VENUES. MADE TO PERFORM.

Reel Cup is the smart, sustainable cup carrier that helps venues serve more, waste less and deliver exceptional customer experiences.

Reel[™]
REEL-LIVE.COM

**FASTER
SERVICE.
MORE
PROFIT.**



Reel™ TRAY



REUSABLE 4 > 2 CUP SPLITTABLE DRINKS TRAY

Max flexibility. One tray, multiple formats.



IMPROVES BAR SERVICE SPEED BY 25%+

Serve more customers in less time.



DEPLOYED IN SECONDS FROM FLAT

Very space efficient. Easy to store. Quick to use.



SUPPORTS MOST CUP SIZES, CANS & BOTTLES

Stackable design. Built for busy venues.



GENERIC VERSION AVAILABLE

Unbranded option to suit all venues and events.



IP PROTECTED

Proprietary design. Protected innovation.



PE, PLA, PFAS AND FOSSIL-FREE

Sustainable materials. Better for people and planet.



**DESIGNED FOR SPEED.
BUILT FOR VENUES.
MADE TO PERFORM.**

Reel Tray is the smart, sustainable drinks tray that helps venues serve more, waste less and drive profitability.

Reel™
REEL-LIVE.COM



REUSABLE
BY DESIGN



25%+
FASTER SERVICE



SPACE
EFFICIENT



MORE SALES.
MORE PROFIT.

**RECYCLE
MORE.
WASTE
LESS.**



ReelTM BIN



DEPLOYED IN SECONDS FROM FLAT

Quick and easy to assemble.
Ready to use in seconds.



SPACE EFFICIENT & EASY TO DISTRIBUTE

Lightweight and compact when flat.
Easy to store, transport and position.



PE, PLA, PFAS AND FOSSIL-FREE

Sustainable materials.
Better for people and planet.



SMART SOLUTION. CLEANER FUTURE.

Reel Bin makes it easy to capture and recycle paper cups and trays at any event. Built for speed, designed for sustainability.



DEPLOYED IN SECONDS



SPACE EFFICIENT



EASY TO STORE & DISTRIBUTE



DURABLE & RELIABLE



SUSTAINABLE MATERIALS

ReelTM
REEL-LIVE.COM

**KEEP IT
COOL.
SERVE
MORE.**



Reel™

CHILLA



REUSABLE PAPERBOARD ICE BUCKET

Strong, lightweight and built to last.



DEPLOYED IN SECONDS FROM FLAT

Very space efficient. Easy to store. Quick to use.



HOLDS ICE AND 6 BOTTLES OR CANS

Or a single bottle of champagne/wine with reusable cups.



WATER-RESISTANT FOR UP TO 12 HOURS

Keeps ice in, hands and surfaces dry.



GENERIC VERSION AVAILABLE

Unbranded option to suit all venues and events.



IP PROTECTED

Proprietary design. Protected innovation.



PE, PLA, PFAS AND FOSSIL-FREE

Sustainable materials. Better for people and planet.



SMARTER SERVING. BETTER EXPERIENCE.

Reel Chilla is the sustainable ice bucket that keeps drinks cold for up to 12 hours, saves space and elevates every drinks experience.



REUSABLE
BY DESIGN



SPACE
EFFICIENT



UP TO 12 HRS
WATER-RESISTANT



HOLDS 6
BOTTLES OR CANS



SUSTAINABLE
MATERIALS

Reel™
REEL-LIVE.COM

**ELEVATE
EVERY
MOMENT.**



Reel™

ICEBAG



REUSABLE PAPER ICE BAG

Premium look. Lightweight and built to last.



DEPLOYED IN SECONDS FROM FLAT

Very space efficient. Easy to store. Quick to use.



HOLDS ICE AND ONE CHAMPAGNE OR WINE BOTTLE

Perfect for premium drinks and unforgettable moments.



WATER-RESISTANT FOR UP TO 12 HOURS

Keeps ice in, hands and surfaces dry.



GENERIC VERSION AVAILABLE

Unbranded option to suit all venues and events.



IP PROTECTED

Proprietary design. Protected innovation.



PE, PLA, PFAS AND FOSSIL-FREE

Sustainable materials. Better for people and planet.



SMARTER SERVICE. PREMIUM EXPERIENCE.

Reel Icebag is the elegant, sustainable way to serve champagne and wine. Keeps ice cold for up to 12 hours and looks the part at any occasion.

Reel™
REEL-LIVE.COM



REUSABLE
BY DESIGN



SPACE
EFFICIENT



HOLDS ICE &
1 BOTTLE



UP TO 12 HRS
WATER-RESISTANT



IP
PROTECTED



SUSTAINABLE
MATERIALS

**CARRY
PREMIUM.
SERVE
BETTER.**



Reel™ BOTTLE



DEPLOYED IN SECONDS FROM FLAT

Very space efficient. Easy to store. Quick to use.



HOLDS UP TO 6 x CHAMPAGNE BOTTLES

Secure, strong and built for premium drinks.



2 & 4-BOTTLE VERSIONS AVAILABLE

Flexible formats to suit different occasions.



IP PROTECTED

Proprietary design. Protected innovation.



PE, PLA, PFAS AND FOSSIL-FREE

Sustainable materials. Better for people and planet.



The co-operative
Reusable and recyclable wine carrier

Questyle



SPACE
EFFICIENT



HOLDS UP TO
6 BOTTLES



DEPLOYED IN
SECONDS



IP
PROTECTED



SUSTAINABLE
MATERIALS



SMART PACKAGING. PREMIUM EXPERIENCE.

Reel Bottle is the premium, sustainable way to carry champagne. Designed for speed, built to impress and better for the planet.

Reel™
REEL-LIVE.COM

**GIVE
MORE.
MEAN
MORE.**



Reel™

REGIFTABOX



REUSABLE BOTTLE GIFT BOX WITH INTEGRAL GIFT TAG

Premium look. Reusable design.
Built to impress.



SPACE-EFFICIENT & EASY TO STORE, DISTRIBUTE AND MERCHANDISE

Shipped flat. Assembled in seconds.
Optimised for logistics and retail.



PE, PLA, PFAS AND FOSSIL-FREE

Sustainable materials.
Better for people and planet.



GENERIC VERSION AVAILABLE

Unbranded option to suit any brand,
occasion or campaign.



IP PROTECTED

Proprietary design.
Protected innovation.



SMART PACKAGING. LASTING IMPRESSION.

Reel Regiftabox combines sustainable design with premium presentation — the perfect way to give more, reduce waste and leave a lasting impression.

PERFECT FOR ANY OCCASION



Corporate Gifting



Celebrations & Events



Client Thank Yous



Promotions & Campaigns



Retail Merchandise

Reel™
REEL-LIVE.COM

**GIVE
MORE.
MEAN
MORE.**

ReelTM SHOPnBOX



RECYCLABLE SHOPPING TROLLEY BOX

Sustainable choice for a cleaner future.



QUICK & EASY TO ASSEMBLE

Assembles in seconds. Ideal for in store or at home.



3 BOXES CAN FIT IN A LARGE TROLLEY

Maximise capacity and efficiency.



2 BOXES CAN FIT IN A SMALL TROLLEY

Perfect for smaller shops and tighter spaces.



FLAT PACKED OR STACKED

Easy to store and transport. Space-saving design.



RETAINS STRUCTURAL RIGIDITY

Strong and durable after 50+ uses.



LONGER LIFE, LESS WASTE

Reliable performance for about 1 year.



IP PROTECTED

Protected from moisture and light splashes.



SMART DESIGN. STRONGER PERFORMANCE.



SUSTAINABLE

Recyclable materials.
Better for the planet.



SPACE EFFICIENT

Fits more in every
trolley.



BUILT TO LAST

Retains strength
after 50+ uses.



CONVENIENT

Easy to use, stack
and store.

Reel SHOPnBOX is the intelligent, recyclable solution for modern retail. Designed for strength, built for speed, made to last.

ReelTM
REEL-LIVE.COM

Reel™

Sustainable
Packaging
meets
Ambient Media

REEL-LIVE.COM



“Sustainable ambient media
is growing rapidly.
Is it time you explored
what’s possible?”

For more information,
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[REEL-LIVE.COM](https://reel-live.com)

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