Reel™

WHAT IF PACKAGING COULD DO MORE?

SUSTAINABLE SOLUTIONS
FOR A BRIGHTER TOMORROW.



REEL-LIVE.COM

PACKAGING THAT PAYS.

Turn every serve into a **profit driver** with REEL's media-powered packaging model.

BRAND PARTNERS PAY for high-visibility, on-pack media.

YOU CREATE MORE VALUE on every serve.

A MORE SUSTAINABLE CHOICE with lasting commercial and environmental impact.

ILLUSTRATIVE COMMERCIAL MODEL | PER 4-CUP CARRIER

CARRIER COST		BRAND CONTRIBUTION		POTENTIAL PROFIT
<15p	+	~20p	=	+5p
PER CARRIER		PER CARRIER		PER CARRIER



REAL IMPACT. REAL RESULTS.

EVENTS PER YEAR **50+**

FANS PER EVENT **70,000+**

POTENTIAL ADDITIONAL PROFIT PER EVENT* **£2,500**

Based on 50,000 carriers generating a 5p net contribution each.

REEL-LIVE.COM



2-CUP | CAFÉS & COFFEE TO GO



4-CUP

STADIUMS, FESTIVALS & LIVE EVENTS

Two formats.

One clever carrier idea.

Reel™ CUP

SERVE FASTER. CARRY SMARTER. BRAND BETTER.

From café counters to stadium crowds. Flat-pack 2- and 4-cup carriers, designed for easy carrying and standout branding.

PUT YOUR BRAND IN THEIR HANDS.

Broad, printable panels put your brand, campaigns and QR codes on show.



TWICE AS MANY PER PALLET.*

MOULDED PULP	REELcup 4-CUP
9,000 per pallet	18,000 per pallet
216,000 per 24 pallets	432,000 per 24 pallets

450 carriers per case. 40 cases per pallet.

FASTER SERVICE
Quick deployment.
Simpler drinks handling.

SMARTER STORAGE
Delivered flat.
Half the pallet positions.*

BRAND VISIBILITY
Custom print and QR codes.
Packaging becomes media.

FIBRE-BASED DESIGN
Reusable and widely recycled.
Made in the UK.

READY TO CARRY YOUR NEXT CAMPAIGN?

Explore 2- and 4-cup formats, samples and bespoke branding.

*4-cup comparison: REELcup June 2026 packing specification versus Go-Pak D31002, 2026 guide. Based on published pallet configurations; vehicle fit subject to confirmation.

REEL-LIVE.COM





BUILT FOR BUSY EVENTS

4 > 2

One 4-cup tray splits into two handy 2-cup trays.

Reel™ TRAY

FOUR TO TWO. MADE FOR YOU.

The splittable, flat-pack drinks tray that adapts to the order. From takeaway coffee to the big match, carry more with less fuss.

BIG ON BRANDING. SMALL IN STORAGE.



Print your brand, campaign or sponsor message on the tray.
A visible platform from café counter to stadium seat.
Delivered flat to keep storage and transport compact.

ONE DESIGN. TWO SERVING FORMATS.



10 FLAT TRAYS vs 10 MOULDED TRAYS

SPLIT TO SUIT
4-cup to two 2-cup trays.
Adapt to each order.

READY IN SECONDS
Pops open from flat.
Simple, efficient serving.

BRAND VISIBILITY
Printable panels.
Make every carry count.

FIBRE-BASED DESIGN
Reusable and widely recycled.
Compact by design.

READY TO SPLIT FROM THE ORDINARY?

Explore samples, cup compatibility and bespoke branding.

REEL-LIVE.COM



Reel™ CLIK

FOOD. DRINKS. ALL TOGETHER.

A smarter way to carry the whole occasion.
Food and two drinks, brought together in one branded tray with an integrated grip.

NEW PRODUCT / FOOD & DRINKS TRAY

YOUR BRAND. PART OF EVERY OCCASION.

From cinema snacks to takeaway meals, REELclik keeps food and drinks together while putting your brand, promotion or sponsor on show.

CINEMAS / CAFÉS / EVENTS / PARKED-CAR DINING





FOOD + TWO DRINKS
One coordinated serving.
Less juggling at handover.

INTEGRATED GRIP
Side thumbhole.
Designed for easy carrying.

BRAND VISIBILITY
Generous printable surfaces.
A platform for promotions.

VERSATILE FORMATS
Meals, snacks and popcorn.
Tailored to your application.

LET'S MAKE YOUR NEXT SERVE CLIK.

Explore product development, pack compatibility and bespoke branding.

REEL-LIVE.COM



Reel™ BOTTLE

CARRY PREMIUM. SERVE BETTER.

The flat-pack bottle carrier that combines secure carrying with standout branding.

2 • 4 • 6
BOTTLE OPTIONS



RETAIL READY
Space-saving in-store dispensing.

THREE FORMATS. ONE SMART DESIGN.



2 BOTTLES



4 BOTTLES



6 BOTTLES

READY IN SECONDS
Deploys quickly from flat.
Easy to store and use.

SECURE CARRYING
Integrated handle.
Designed for wine and Champagne.

REUSE. RECYCLE.
Reusable fibre-based design.
PE, PLA and PFAS-free.

YOUR BRAND ON SHOW
Bespoke print possibilities.
IP-protected innovation.

READY TO GIVE YOUR BRAND A LIFT?
Explore samples, bespoke print and your preferred bottle format.

REEL-LIVE.COM



Reel™ CHILLA

FLAT PACKED. SPACE SMART.

The pop-up ice bucket that brings chilled drinks and standout branding to the table.



1,200 PER PALLET

VS



216 plastic ice buckets*

5.6× MORE BUCKETS. SAME PALLET COUNT.

24-pallet load: 28,800 REELchilla vs 5,184 plastic buckets*

82% LESS PALLET SPACE PER BUCKET*

*Provisional benchmark: Brian 3739 plastic bucket, 216 per pallet; REElchilla packing plan, 1,200 per pallet; Pallet dimensions/heights may differ. 82% calculated per-unit pallet allocation. Supplier validation required.



DELIVERED FLAT



POP-UP SIMPLICITY
Ready in seconds.
No tape or tools required.

50 PER CASE. 1,200 PER PALLET.
Flat-pack format.
Easy to store and transport.

CHILLED & ON SHOW
Holds ice and cold water.
Water-resistant construction.

FIBRE-BASED DESIGN
FSC-certified cartonboard.
Reusable and widely recycled.

READY TO PUT YOUR BRAND ON ICE?

Explore samples, bespoke print and your next branded occasion.

REEL-LIVE.COM





12 OZ | FESTIVALS & LIVE EVENTS

Store flat. Pop open. Sip.

Reel™ SIP

BIG ON DRINKS. SMALL ON SPACE. BRAND BETTER.

A flat-packed paper cup with a plant-based compostable inner bag, a see-through window and spill- and spike-proof performance.

PUT YOUR BRAND IN THEIR HANDS.

Turn every sip into a brand moment. Broad printable panels bring campaigns, colour and sponsor messages to life.

Compact before use. Distinctive in the hand.
Designed for festivals, events and hospitality.



Nested cups



REELsip: flat-packed

Illustrative storage comparison.

SMARTER STORAGE

Delivered flat.
Easy to store and transport.

CONFIDENT SIPPING

Spill- and spike-proof performance.

VISIBLE VOLUME

See-through window.
See how much is left.

PLANT-BASED INNER

Paper outer. Plant-based compostable inner bag.

READY TO PUT YOUR BRAND ON EVERY SIP?

Explore REELsip, samples and bespoke branding.

REEL-LIVE.COM

Concept visual. Compostability depends on material specification and disposal conditions.



Reel™ IEF

PORTABLE HYDRATION & SANITATION, ANYWHERE.

A versatile, waterproof and durable container for essential outdoor needs — from carrying fresh stream water to providing a discreet and hygienic toilet solution.

HIKING & CAMPING | OUTDOOR EVENTS | SPORTING EVENTS | FESTIVALS & REMOTE SITES

ESSENTIAL OUTDOOR RELIEF.

WATERPROOF & LEAK-PROOF
Hygienic, reliable and mess-free.

COLLECT FRESH WATER
Collect and carry water from natural sources.

POP-UP SIMPLICITY
Ready in seconds. No tape or tools required.

FIBRE-BASED & RESPONSIBLE
FSC®-certified board. Reusable and widely recycled.



MULTIPLE BRANDING OPTIONS.
Bespoke print to showcase your brand, event or organisation.

BE PREPARED FOR THE OUTDOORS.
Explore samples, bespoke print and your next outdoor event.

REEL-LIVE.COM

Reel™
BIN

USE. COLLECT. RECYCLE.

A closed-loop system designed to keep materials in play and **events cleaner for everyone.**

USE
Designed for a better experience.

COLLECT
Easy to return. Built for high volumes.

RECYCLE
100% recyclable or compostable materials.



REEL-LIVE.COM

A PROUD PAST.
A BOLDER FUTURE.

FROM PORTABRANDS TO REEL.

Founded in 2005 by Ian Bates, PortaBrands created award-winning, IP-protected paper-based packaging for leading brands, retailers and live events.

Sold in 2010, its pioneering spirit now returns as REEL.

DESIGN. MEDIA. TECHNOLOGY.

REEL brings fibre-based packaging, brand engagement and web-to-pack innovation together for the next generation of events.

A MORE SUSTAINABLE TOMORROW.

Less plastic. Lower carbon. Greater value for brands, venues and consumers.



SAME PIONEERING SPIRIT. NEW POSSIBILITIES.

REEL-LIVE.COM


BUILT BETTER.
TOGETHER.
REEL's intelligent designs.
Transcend's sustainable
manufacturing.
A partnership that delivers
for brands, venues and
the planet.
SMARTER SOLUTIONS
Innovative, media-ready
designs that perform.
SUSTAINABLE MAMUFACTURING
Fibre-based. Recyclable.
Zero plastic.
STRONGER TOGETHER
More visibility. More engagement.
More value.
GUINNESS
GUINNESS
GUINNESS
GUINNESS
TranscendPackaging
REEL innovation - powered by Transcend Packaging
THE FUTURE IS FIBRE.
LET'S BUILD IT TOGETHER.
REELcup™
Drink Carriers
REELtray™
Food Trays
REELchilla™
Ice Buckets
REEL-LIVE.COM

WHY Reel™?

BECAUSE PACKAGING SHOULD DO MORE.

SMARTER BY DESIGN
Ingenious flat-pack formats that save space, simplify handling and accelerate service.

PACKAGING AS MEDIA
Turn everyday packaging into a powerful platform for brand visibility and consumer engagement.

FIBRE-FIRST THINKING
Thoughtfully engineered fibre-based solutions designed to reduce reliance on conventional plastics.

COMMERCIAL ADVANTAGE
Improve operational efficiency while unlocking new opportunities for sponsorship, partnership and revenue.

LESS WASTE. | MORE IMPACT. | GREATER VALUE.



REEL-LIVE.COM