

**Press Release Contact Information:**

simona bonati  
layoutweb  
public relation  
p.le dalla chiesa  
parma, italy  
Italy, 43100  
Voice: 00390524776970  
E-Mail: [Email us Here](mailto:bonati@layoutweb)  
Website: [Visit Our Website](http://www.layoutweb.it)

**A new arrival in the PET syrup bottle family**

*A new arrival in the PET syrup bottle family*

**/24-7PressRelease/** - PARMA, ITALY, June 17, 2008 - Bormioli Rocco adds to its standard range of PET bottles for pharmaceutical products through the launch of a 500 ml container with a PFP 28 mouth. Amber coloured and with a rectangular base, the latest member of the family stands out for its innovative design and the possibility of increasing the pack's barrier effect where necessary.

Just like its older brother, the 200 ml PET syrup bottle, the new container is all right angles, something that makes it stand out from most sector products with their rounded shapes and cylindrical bases. An unusual pack that reinterprets tradition in a sober manner and convinces the consumer through its safety and through Bormioli Rocco quality.

Made in PET, a polymer from the polyester family, the bottles in this series of pharmaceutical product containers are extremely transparent. Additives specially developed by the Plastics Division can be used to increase the pack's barrier effect. This results in a plastic pharmaceutical packaging product that ensures protection from any intrusion of oxygen, carbon dioxide, gas, water or damp, according to need. The Plastics Division is at work on further improving PET's performance in terms of barrier effectiveness.

On this subject Maurizio Bianchi, the Plastics Division's commercial director, points out that "Determined technical innovation is one of our company's points of pride".

Bottles for pharmaceutical products of the same series, like the new arrival in PET, combine innovative raw materials with avant-garde manufacturing processes. The Injection Stretch Blow Moulding technique allows the PET syrup bottle's sides to be both thin and sturdy. This technique also helps to produce precisely calibrated bottle mouths and a completely uniform distribution of the plastic material.

Available in various sizes, so as to be able to answer clients' requirements precisely, this plastic packaging for pharmaceutical products has a simple and essential design that leaves an ample margin for subsequent personalisation with ad hoc decorations and labels.

Find more about PET syrup bottles and other Plastics Division products including plastic caps, plastic cosmetics packaging and bottles for pharmaceutical drops, by visiting us at <http://www.bormioliroccoplastics.com>

**Contacts:**

Layoutweb, Layout Advertising Group,  
Public Relations Department  
Simona Bonati  
[bonati@layoutweb](mailto:bonati@layoutweb)  
<http://www.layoutweb.it>