



PRODUCT CASE STUDY:

Isle of Wight Distillery x Viscose: A Successful Growth and Sustainability Story



BACKGROUND

Founded in 2014 by Xavier Baker and Conrad Gauntlett, the Isle of Wight Distillery is the Isle of Wight's first and only distillery.

Since their inception in 2014 they have grown into a premium brand, best known for their signature Mermaid Gin collection. The Distillery focuses on spirits influenced by their local natural environment and surroundings. They use ethically sourced and often local, foraged ingredients to craft their premium spirits.



THE CHALLENGE

The Isle of Wight Distillery are passionate about protecting not only the island but also the planet.

Their commitment to this can be seen in through their sustainability and conservation work, such as supporting seagrass restoration on the Isle of Wight, supporting Surfers against Sewage and achieving B Corporation status (2022).

They needed packaging that reflected their passion for nature, supported their environmental goals, maintained the highest product integrity and could keep up with their growth plans. This is where Viscose came in, challenge accepted!





OUR SOLUTION

In 2019 the Distillery relaunched their plastic-free Mermaid Gin bottle accredited by A Plastic Planet.

Initially, our natural plastic-free shrink sleeves were the answer, however due to being hand applied they became more challenging as the Distillery grew and needed a solution that could be machine applied and shrink in seconds. So now we faced our second challenge.

This led us to our PLA heat-shrink sleeves which were the perfect option to maximise production time without compromising the Distillery's sustainability goals and actions. PLA is derived from natural renewable sources and is industrially compostable. We partnered this with a beautiful bartop crafted from wood and 100% natural cork finished with the elegant Mermaid Gin design.

A win for the Distillery, the planet and us!



WHAT THE ISLE OF WIGHT DISTILLERY THINK ABOUT US AND OUR PRODUCTS

'We've worked with Viscose for many years and grown with them as a company. The relationship has helped us to achieve plastic-free status with our product, working together to develop pioneering tamper-proof seals that now continue to influence many businesses and brands worldwide – a win for us both.'

To have the opportunity to work together and transfer the necessary skills and knowledge of our industries to bring to market something that benefits people and the planet proves the length Viscose will go to for their customers and for that we are grateful.'