

# Cap-tivating Innovation - The future of tethered bottle tops

*Last year marked the introduction of a small yet innovative sustainable initiative with the advent of tethered bottle caps*

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-- Last year marked the introduction of a small yet innovative sustainable initiative with the advent of tethered [bottle](#) caps. These caps are cleverly designed to remain attached to the bottle even after it's opened, providing a practical solution to the problem of misplaced caps. Overall, while the intent was eco-conscious, reducing plastic waste and environmental pollution, the execution had its share of drawbacks, and not everyone was pleased with the new design. Many users voiced their frustration, claiming that the caps frequently scratched their noses or caused spills, leaving unwanted stains on their clothing.



330 ml square juice

However, despite user frustrations, keeping the cap attached to the bottle is a straightforward change which significantly improves the recycling process, making it far more efficient. This innovation aligns with sustainability regulations, such as the European Union's Single-Use Plastics Directive, which mandates that all plastic beverage containers with a capacity of up to 3 litres must have tethered caps by July last year.

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This new fibre-based bottle closure fits that bill, and we look forward to supplying this innovative solution.”

*Andy Watts*

At the NEC Packaging and Innovation show, the Cater 4 You team found newly developed natural fibre bottle

lids/closures that could be even more sustainable, with reduced reliance on plastic and minimal

water usage. Cater 4 You looks forward to leading the way with their adoption in the mainstream of catering packaging over the coming months and years.

Andy Watts said, "We are very pleased with the range of plastic bottles available to purchase and their ability to fulfil a wide range of market needs. We are also very happy with their recyclability. Still, as we move towards a fully recyclable and biodegradable offering, we want to bring anything new, exciting, and more environmentally friendly to market. This new fibre-based bottle closure fits that bill, and we look forward to supplying this innovative solution in the future."

Emma Roe  
Simpler PR Ltd  
[email us here](#)

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