



Norbev and Tosca: Driving Efficiency and Retail-Ready Performance in Beverage Supply Chains Packaging

The challenge

Supplying into a leading UK discount retailer requires pace, scale and precision. Packaging must protect 1L and 2L bottles through high-volume distribution while meeting strict retail-ready standards in store.

Single-use transit packaging can introduce inconsistency - from unstable pallet builds to unnecessary waste and additional handling. Norbev needed a durable, standardised solution that would integrate seamlessly from production line to shelf, without compromising efficiency or presentation.

The solution

Norbev implemented Tosca's reusable beverage tray system for its 1L and 2L bottles, alongside Tosca's UDP half pallet solution, creating a fully integrated retail-ready platform.

The beverage trays secure bottles during transport, improving load stability and reducing movement.

About Norbev

Norbev Limited is a specialist beverage bottling company, partnering with leading retailers and branded players across the UK. Known for its high standards of quality, safety and operational precision, Norbev delivers consistently high-performing beverage solutions in a competitive retail environment.

Since 2019, Norbev has partnered with Tosca to support its beverage supply chain with reusable plastic packaging and pooling solutions. In January 2026, the partnership was renewed for a further three years - reinforcing the long-term value and operational performance delivered.

“Our customers expect consistency, quality and efficiency at every stage of the supply chain. Tosca's reusable beverage trays and UDP solutions give us the reliability and retail-ready performance we need to deliver on those expectations.”

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Their dimensional consistency supports automated handling and reliable palletisation, helping maintain smooth operational flow. In-store, the trays transition directly to display, ensuring a clean, professional presentation with minimal additional handling.

The UDP half pallet provides a strong, stable base designed specifically for retail environments, delivering consistent performance from warehouse to shop floor.



Through Tosca's pooling model, trays and pallets are collected, inspected, washed and reintroduced into circulation via Tosca's service network. This ensures hygiene, availability and consistent asset quality, while removing the burden of asset ownership and management from Norbev's operations.

The partnership

The partnership evolved as reusable packaging became embedded within the UK discount retail sector. Norbev initially operated using retailer-owned equipment, which Tosca acquired in 2019 as part of a long-term agreement to manage the plastic packaging network.

This transition ensured continuity while unlocking the advantages of Tosca's pooling infrastructure, service capability and asset management expertise.

Today, the relationship is built on reliability, operational understanding and shared commitment to retail excellence. With dependable availability and consistent performance, Tosca provides Norbev with confidence at every stage of the supply chain.



The results

By adopting Tosca's reusable beverage trays and UDP solution, Norbev has strengthened supply chain consistency while reducing reliance on single-use materials.

The result is improved operational control, enhanced retail execution and measurable progress towards sustainability objectives.

The renewed three-year agreement reflects the value delivered - combining performance, scalability and long-term efficiency within a proven reusable pooling model.



Looking Ahead

As retailer expectations continue to rise, Norbev and Tosca remain focused on driving efficiency, reducing waste and delivering retail-ready performance at scale.

Together, the partnership demonstrates how reusable packaging and pooling can underpin resilient, high-performing beverage supply chains - now and into the future.

“ Norbev is a strong example of how reusable packaging supports operational excellence while delivering consistency at retail level. We're proud to continue building this partnership and supporting their growth with reliable, high-performance pooling solutions. ”

Adrian Fleming

Managing Director Northern Europe, Tosca

Ready to unlock efficiency in your supply chain?

Discover how pooling with Tosca can streamline operations and reduce waste at www.tosca ltd.com

