



“
Puig has
never
stopped
making
returnable
glass
containers
”

Mallorca
Drinks
Local production
Returnable packaging



Begudes Puig

In mid-20th century Mallorca, each town had its own siphon producer. Begudes Puig is one of the last to maintain its production today. Created in 1927 in a garage in Lluçmajor, it began by filling siphons and distributing them in their village's homes. Today, the fourth generation of this family business, which employs about 11 people, continues the tradition of producing soft drinks in returnable glass packaging and distributing them throughout the island.

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Begudes Puig

Julià Puig
Director

1. What values do you start from?

Returnable packaging had always been a thing in Mallorca. There was a time when the idea was abandoned because large companies convinced us that plastic is easier. Also, people's paces force them to shop in supermarkets and does not make more conscious purchases easy. Returnable packaging requires some involvement. Therefore, beverage companies have abandoned the use of glass. Back in 89 when the law changed and Ecoembes came in, my grandfather already said this was nonsense and our company kept up with the returnable glass container.

2. What actions have you taken to achieve these values?

Bottles create a circle that does not generate any kind of waste, except the label. We use bottles that are already 60 or 70 years old, like the siphons. A well-kept and well-treated glass bottle lasts a long time. We estimate that a bottle goes around between 4 and 6 times a year, imagine this for 60 years, it is 360 times that you use the bottle. A PET bottle is only used once. Mallorca Returnable is another project that we want to promote because there is an increasing number of people who are aware. We want to create a network of stores that are already positioned in their village or neighborhood, so that they have a space where people can buy their drinks and return the packaging. Everyone in this network is a participant, the store, the people and us as a distributor.

3. What does it mean to apply these actions, what is the return?

We have significant savings with the bottles, but in terms of machinery and facilities it comes out more expensive. With Mallorca Returnable we are gradually adding demands, especially foreigners who are accustomed to using this system and are surprised when they come to Mallorca and do not find it. Mallorcans are also becoming more aware.

4. How do you imagine the future?

I want to think that we are moving towards a widespread returnable packaging system. That the returnable container will be the only way to have drinks. If not in glass, at least in returnable and reusable PET. In Mallorca we must continue to work to make this a reality, both among small producers and consumers, such as bars and restaurants. There should be regulations and incentives to make this possible.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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