

Press Release



For immediate release

Friday, 03 February 2023

See on AMBIENTE FAIR: Braun + Company makes a successful switch to NatureFlex™, a transparent alternative to conventional plastics

For the last 30 years, Braun + Company have produced and supplied innovative and creative products for table decoration. Sustainability has always been particularly important to the business and this has led to the adoption of a range of practices: sourcing raw materials locally, using water-based inks, processing raw materials from sustainable sources and even supporting social projects.



Today, Braun + Company have taken a further step: using a renewable and compostable film to protect their napkins. The NatureFlex™ cellulosic film that is now used to wrap these products is produced by Futamura. This film is renewable and derived from wood pulp sourced from sustainably managed plantations. This makes a perfect fit for the application : both product and wrapper are cellulose based, both are derived from responsibly managed plantations (FSC or PEFC certified).

Not only is the transparent NatureFlex film renewable, but it also meets all the global standards for industrial composting, including EN13432. The material is also certified home compostable, to the OK Compost Home standard for backyard composting. This means that the film can be composted at home or industrially composted, where facilities exist.

Matthias Dächert, Managing Director at Braun + Company said 'our change of packaging for the BY NATURE napkins product range is another example to our commitment to sustainability and our desire to use cellulose based materials from sustainable sources. The NatureFlex films fills this brief and provide the protection that our product requires.'

Joachim Janz, Regional Sales Manager at Futamura added 'It was a pleasure to work with Braun + Company to qualify our NatureFlex film. Wrapping a cellulose-based product in a cellulose-based wrapper, makes perfectly sense. At the same time, our NatureFlex films enable the important see-through for the design identification and also provide an end of life option for the wrapper.'

Braun & Co will promote the new packaging series for their napkins on AMBIENTE show, 3rd – 7th of February in Frankfurt. Come and visit them to find out more. complement the brand's ethos."



Visit our exhibition stand
at the Ambiente in Frankfurt!
3 - 7 February 2023

ethical style
2023
by ambiente

Ends

Note to Editor

Background

Note to Editor: Futamura Chemicals Company Limited is a major producer of plastic and cellulose (NatureFlex™ & Cellophane™) films. Following the acquisition of Innovia Films cellulose business, Futamura has a global footprint with production sites in the UK, USA and Japan. It holds a leading global position in the markets for renewable and compostable packaging films and cellulose casings. Worldwide Futamura employs some 1500 people, with a focus on safety, high quality speciality products, R&D, customer service and ethical, sustainable partnerships.

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