

Press Release



For immediate release

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IJsboerke Ice Lollies choose NatureFlex™

The Belgian Ice-cream Group (BIG), has chosen NatureFlex™ renewable and home compostable films for their ice lolly packaging. The ice lollies consist of two product lines in the IJsboerke Fruit & Veg range; Bomb & Frisko. 'Bomb' includes the colour and flavour combinations of; Green: Lime, apple and spinach; Orange: orange and carrot; and Red: raspberry and beetroot. While 'Frisko' offers Green: pear, kiwi, cucumber, spinach and lemon; and Red: strawberry, red grapes, banana, acerola, red beetroot and lemon.

While the ice lollies natural ingredients offer a healthier alternative to more traditional ice lollies, they are also wrapped in film that has been designed to meet the growing demand for environmentally responsible packaging. NatureFlex films are made from renewable wood pulp sourced only from responsibly managed plantations. The films are home compostable after use and have been independently certified for home compostability according to TÜV Austria Home. They also meet all European and international standards for industrial composting such as EN13432. In addition, they offer excellent barrier properties and ensure the product is protected while in the store and home freezer.



BIG has chosen their trusted packaging partner Bio4Pack to supply the packaging films from Futamura.



Anke Frencken, Marketing Manager at BIG said; “It is thanks to Bio4Pack and Futamura we were able to launch our new product range in packaging that is not only super good looking, but great for our planet too!”

Patrick Gerritsen of Bio4Pack added; “We have been supplying Futamura’s compostable NatureFlex films for many years now and we are delighted that we are able to partner with BIG for their ice lolly launch.”

The ice lollies are currently sold in Belgium at major retailer Carrefour as well as some smaller retail outlets and food service companies.

Ends

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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