

For immediate release

Friday, 21 May 2021

Le Bon Garçon – in a perfect twist with NatureFlex

LA (USA) based, Le Bon Garçon, is a modern caramel confectionery brand that combines the carefree spirit of Paris with vibrant LA life. The buttery caramels are produced seasonally, using a traditional French technique and local organic ingredients. These delicious bites are then beautifully twist-wrapped in NatureFlex™ films: not only do these attractive little wraps protect the sweets, they complement the brand's ethos with their sustainability credentials.

NatureFlex™ films are renewable and compostable. They are produced from sustainable wood pulp harvested from responsibly managed plantations and are certified to both EU (EN13432) and US (ASTM D6400) composting standards. In addition to industrial composting, the product has also reached the TÜV Austria OK Compost Home standard required. This means that these films are suitable for home / backyard composting; once the caramels have been eaten by the consumer, the wrappers can simply be discarded into the home compost bin.

With its inherent natural dead-fold properties, NatureFlex is the perfect twist wrap for confectionery items: perfect wraps can be achieved every time. In addition, the exceptional optical clarity of NatureFlex means that the full glossy appearance of the tasty caramels can be fully appreciated by the consumer, offering mouth-watering shelf appeal.

Le Bon Garçon Founder Justin Chao, claims that, Oprah's Favourite Things list declared, "our sweets so good that they're '...hard to give away!'" He adds, "Futamura's NatureFlex is the best of both worlds. My caramels look great, and my customers can rest assured that my sweets are wrapped sustainably in compostable cellulose film."

Le Bon Garçon caramels are available at Whole Foods in Southern California or online at Lebongarcon.com or Food52.



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.

Media contact:

Lynne Quincey - Email: lynne.quincey@futamuragroup.com

Tel DD: +44(0)16973 41790 / Mobile: +44(0)7792148218