

*For immediate release*

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## **Lovechock B.V Celebrates 10 years' "PlasticFree" with NatureFlex!**


Ethical raw chocolate manufacturer, Lovechock B.V, is celebrating 10 years of being "PlasticFree"! It is 10 years since Lovechock made the move to renewable and compostable NatureFlex cellulose films and ditched conventional plastic packaging for good. The PlasticFree logo is a trademark of A Plastic Planet, self-confessed plastic addicts who want; "to ignite and inspire the world to turn off the plastic tap". Lovechock has been approved to use their logo for the past three years.

NatureFlex™ films are produced from sustainable wood pulp harvested from responsibly managed plantations of fast-growing trees. They are certified to both EU (EN13432) and US (ASTM D6400) composting standards. In addition to industrial composting, which requires specific temperature and moisture conditions, NatureFlex has also reached the TÜV Austria OK Compost Home standard required for backyard composting. The films easily break down in a home compost bin in just 8 to 10 weeks. NatureFlex films offer excellent barrier to aroma, gas, and moisture to protect and preserve the delicious raw chocolate bars.

NatureFlex films' renewable and compostable accreditations are what led Lovechock to switch their packaging back in 2011, claiming to be the first chocolate manufacturer in Europe to have their full raw chocolate range packaged in these sustainable films. This goes hand-in-hand with Lovechock's pioneering spirit to lead the change for more ethical and sustainable products.

Lovechock make their delicious chocolates using RAW cacao that is processed very gently and at low temperature, ensuring that important vitamins, minerals, and flavanols are preserved within the product; "Pure Goodness that nurtures body, mind and planet".

Franziska Rosario, Lovechock CEO said; "I am absolutely overjoyed that awareness around plastic pollution has grown so much in the last four years. And



that we were able to play our role as pioneers in raising awareness amongst consumers and helping them to change their behaviour towards a more sustainable future. “

Andy Sweetman, Sales & Marketing Director Futamura EMEA said; “We are delighted that Lovechock has chosen NatureFlex films for their sustainable packaging solution. Our films have proven technical performance, while ethical consumers know they can trust our independently certified compostable films.”

Lovechock is available in most organic stores in Europe. Please check their website for more information: [www.lovechock.com](http://www.lovechock.com)

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#### **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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