

## Press Release



*For immediate release*

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### **SoFruPak™ chooses NatureFlex™ for biodegradable & compostable soft fruit carton-based packaging**


Polish soft fruit packaging producer, SoFruPak, has chosen Futamura's renewable and compostable NatureFlex™ films for the windows in its soft fruit tray lids.

NatureFlex™ is made from responsibly managed wood pulp and is certified by TÜV Austria OK Compost for home composting, while meeting the EN13432 EU standards for industrial composting.

SoFruPak has partnered with Marex, to develop an innovative Cellulose Coated Cardboard Technology (CCC) that combines sheets of corrugated cardboard with Futamura's compostable NatureFlex™ film. Thanks to the use of this compostable cellulose film, the entire packaging is biodegradable and plastic free, and is the first of its kind on the fresh fruit and vegetable market. The innovative packaging allows retailers to meet the growing consumer demand for biodegradable and compostable alternatives to conventional plastic packaging.



SoFruPak recently showcased their plastic free packaging at ExpoSe 2019 in Karlsruhe, where they received the Innovation Award for their SoFruMiniPak®



EcoView packaging, which has also been nominated for a prestigious Fruit Logistica Innovation Award in 2020.

Adam Sikorski from SoFruPak said; *“We have chosen NatureFlex™ films because they are independently certified for compostability, and offer the unique properties that we require for our lidding and windows. The high transparency and gloss of the film give great optical clarity, allowing the consumer to see the quality of the packed fruit inside. The tailored coatings allow the films to protect the fruit from external contamination, as there is no need to perforate. The additional product protection from using the film protects the product from crushing and spilling; during transportation to store and on the way home.”*

Andrzej Kornacki, Regional Sales Manager at Futamura said; *“This application is a great ‘best fit’ example for NatureFlex. Our films are ideal for fresh fruit packaging because of their unique properties. In this case, this innovative solution showcases how to combine the demand for comprehensive product protection for hard-to-store produce with easier logistics (more easily stacked), all while providing environmentally responsible packaging. Our films are particularly popular with bio and organic brand owners due to their independently certified sustainable credentials and can be found wherever producers, supermarkets and consumers opt for “plastic free” packaging.”*

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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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