

Press Release



For immediate release

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Gi.St.El. Plast adopts NatureFlex™ films for tomato wrapping


Strategically placed amongst Sicilian farms, Gi.St.El. Plast s.r.l. is a well-known packaging supplier in Italy. Ever since the company began, the Occhipinti Amato family have based their strategy on quality and service, presenting their customers with the best packaging solutions for their produce.

Theirs is a story of 'family, passion and progress: a nod to the past but always looking towards the future'. It is with this forward-looking mindset that several years ago they began to offer renewable and compostable packaging solutions made from NatureFlex™ cellulose films. These solutions are now increasingly being adopted for fresh produce flow packs.

The NatureFlex™ NVS films, used here to pack tomatoes, are printed and macro-perforated, in line with the end products' specific requirements. These packaging films offer a unique opportunity to match the ethos of high-quality fresh produce suppliers, especially for organic products.



Thanks to NatureFlex™ films, Gi.St.El. Plast s.r.l.'s fresh produce packaging range is certified not only with the global standards for industrial composting (including EN13432), but also certified to the TÜV Austria OK Compost Home composting



standard for backyard composting. This means that the films can go straight into the garden compost bin, diverting waste from landfill. The films are also renewable as they are manufactured from wood pulp sourced from sustainably managed plantations.

In addition to its sustainability credentials, NatureFlex™ NVS has been proven to run with excellent efficiencies on automatic packaging machines and to protect the freshness of the packaged products.

Mr. Stefano Occhipinti Amato said; *"We are proud to offer our valued customers a solution that fits perfectly with the principles of the circular economy. At the same time, these films satisfy the customers' needs of easy machinability and proper product protection. Over the years, these products have become our strength and pride."*

Gi.St.El. Plast s.r.l supplies a broad range of fruit and vegetable growers. This includes the Mediterranean Group based in Pachino, who produce and package the Pachino IGP (protected geographical indication) tomato and the Mediterranean Group Controlled Chain Tomato from their farms. The Mediterranean Group and Gi.St.El. Plast worked together to create the graphics and packaging used to wrap these fresh tomatoes.

A spokesperson from Mediterranean Group said: *"As a company we have always paid particular attention to sustainability and environmental protection. Having ascertained the quality of the NatureFlex film and the certifications that distinguish it, we believe this product is perfectly in line with the achievement of our objectives, in addition to NatureFlex we use cardboard trays with FSC certification."*

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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