

*For Immediate Release*

## **Futamura's NatureFlex™ films on the plastic free aisle with Bio4Pack and De Halm**


Futamura has partnered with sustainable packaging manufacturer, Bio4Pack, to create a compostable pack for Dutch organic cereal producer, De Halm, using NatureFlex™ and Tipa film. The product features on the recently celebrated Ekoplaza plastic free aisle, along with a number of other solutions from Bio4Pack using NatureFlex films.



Ekoplaza states that to qualify for their plastic free aisle flexible packaging must be made from; “innovative compostable biomaterials”; NatureFlex™ cellulose films are therefore the natural and easy choice. They are made from renewable and responsibly sourced wood pulp and are independently certified industrial compostable according to the European standard EN13432 and TÜV Austria's OK Compost Home standard for home composting. NatureFlex offers outstanding barrier properties to moisture, gases and mineral oils and for the De Halm pack, is laminated to Tipa film for excellent sealability.

This innovation in biomaterials means that the Dutch consumer is not only able to buy a product in plastic free packaging with a superb shelf life, but can easily dispose of the finished pack in their green waste bin, which is accepted by the Dutch waste infrastructure.

Futamura Sales and Marketing Manager - EMEA, Andy Sweetman, said: “We are delighted that NatureFlex is featuring so prominently on the Ekoplaza plastic free aisle. It is an easy substitute for some conventional plastics, especially for dry



produce such as the De Halm cereal bag. We are looking forward to the plastic free aisle concept developing in other countries.”

Patrick Gerritsen, Director at Bio4Pack, said; “We have been producing sustainable packaging from bio materials for a number of years. It is fantastic to see these types of solutions being more broadly recognised. We have used NatureFlex films for many of our packs as they are fully compostable and easily converted; which means we can use them on their own, or as with the De Halm pack, as part of a more complex bio-laminate structure.”

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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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