



Press Release – June 2020

samova chooses NatureFlex™ for its Compostable Tea Sachet Envelopes

German tea company, samova, has chosen Futamura's renewable and compostable NatureFlex™ films for its tea sachet envelopes. NatureFlex™ cellulose films, available in clear, metallised and coloured are a sustainable packaging alternative to conventional films.

samova are so proud of their compostable tea sachets that they have prepared a broad marketing campaign promoting them. This includes a cross-section image (shown) of the tea sachets buried in the earth, nicely indicating that they are compostable. Several videos are also launched on YouTube, Instagram and Facebook, showcasing just how easily the packs compost at home (link below).



»No plastic, fantastic!«

Original version (6 minutes):

<https://www.youtube.com/watch?v=vPUwl5ICSZ0>

Medium version:

<https://www.youtube.com/watch?v=zIVqUIX9h8g>

Short version:

<https://www.youtube.com/watch?v=JYzUFnhVpFI>

NatureFlex™ films are derived from wood pulp sourced from certified responsibly managed plantations. They are also certified for home composting by TÜV Austria, while meeting all standards for EN13432 (and international equivalents such as ASTM D6400) for industrial composting.

The compostable films offer outstanding technical performance; excellent flavour, aroma and mineral oil barriers. They ensure enhanced product protection and a shelf life that can be trusted. As such, they are ideally suited for tea packaging.

Joachim Janz, Futamura Sales Manager- Germany & Denmark, said; “It is a real pleasure to work with samova. They have recognised that our films not only honour their ethical brand ethos, but offer a different end of life option by granting the premium aroma protection they need for their series of exclusive and speciality teas.”

As the sustainability topic is a general target to be shared samova gets the opportunity to place its dedicated sales displays, with the compost logo, in specific supermarket aisles.



Esin Rager, Founder of samova: “After a long search, we are very pleased to have finally found a material, NatureFlex™, which meets our highest demands for environmentally responsible and a circular economy, while also offering even better product safety. Our collaboration with the committed team from Futamura is a sustainable business partnership in every respect.”

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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Experience modern tea culture »made in Germany« with samova. Founded from a passion for specialities made from tea and herbs our founder-managed company stands for new taste experiences made from the best raw materials, an award winning design and out of the ordinary events. For example, modern tea dances and the philosophical salon. All products from our samova collection are created and made with the highest demands regarding quality and sustainability. samova places great value on renewable and recyclable primary products as well as environment-friendly ecologically sensitive production methods. To doubly insure ourselves, each and every of our tea and herbal blends are tested by an independent German institute for harmful substances.

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