

Press Release



For immediate release

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NatureFlex™ is a hot pick for Barsch at Fruit Logistica


German flowpack machine manufacturer Barsch will be showcasing NatureFlex™, the flagship packaging solution from Futamura Ltd, among other solutions at the world's largest show for fresh produce, Fruit Logistica, in Berlin on February 8-10.

Along with pressure on manufacturers to reduce plastic packaging, consumers are also crying out for more sustainable products. Renewable and derived from wood pulp sourced from responsibly managed plantations (PEFC certified), NatureFlex™ presents an alternative packaging solution for all kinds of packaging for fresh produce, such as tomatoes and peppers as well as potatoes.



Barsch managing director, Nadine Barsch, says: "NatureFlex™ is a great alternative for customers who want to do without plastic but still want to process the packaging material with the same comfort. Packing with NatureFlex is possible without adjustments and it can be processed at approx. 20 m/min."

Regional sales manager for Futamura, Joachim Janz, added: "We are thrilled that Barsch is showcasing our NatureFlex™ films at Fruit Logistica. Consumers are driving the market for alternative materials, which can be challenging for both machine producers and packers. However, the transition to our renewable and compostable films has gone smoothly for Barsch."



There is growing demand for environmentally responsible packaging like NatureFlex™. Futamura's range of films has been adopted by many brand owners. Not only are they derived from renewable cellulose, they also meet all the global standards for industrial

composting, including BS EN13432, and many grades are compliant with the French AGECE law.

Using a renewable and compostable film gives brand owners an unparalleled opportunity to speak proudly about their packaging. The challenge then, is to ensure that consumers are aware of the special nature of the packaging used.

Barsch is synonymous for the reliability of its machines and high-quality technical support. Not only does the family-owned company have a significant presence in fresh produce with NatureFlex™ films, but also other sectors such as confectionery, medical technology and technical products. Visitors to Fruit Logistica can catch up with all the latest solutions it has to offer on Stand B34 Hall 1.1.

Futamura's NatureFlex™ films are used in over 100 countries worldwide. The films have become part of the packaging, labelling or overwrap solution for some of the world's best-known brands across a wide variety of everyday consumer goods from fresh produce to tea and coffee, sweets to cereal bars and personal care.

Fast facts:

Production plants for NatureFlex Films: England, USA

Raw material in use: Regenerated Cellulose

Certificates: Sustainable Supply (PEFC); Industrial & Home Compostable (DIN Certco, TÜV)

Special attribute: Transparent alternative to conventional plastics


Target area: Fresh produce packaging to meet consumer and legal requirements

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Note to Editor

Background

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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