

For immediate release

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British Heart Foundation uses Compostable Packaging to Keep Pre-loved Toys from Landfill

UK charity organisation, the British Heart Foundation, has called upon the expertise of packaging converter, Direct Packaging, and compostable film manufacturer, Futamura, to find a solution to a heart-breaking problem.

Millions of discarded, once-loved toys find their way to landfill, but the British Heart Foundation has targeted this wasteful issue whilst raising money for their valuable cause; by grouping the toys in handy-sized packs to be purchased and re-homed. Conscious of their commitment to sustainability, the British Heart Foundation has chosen certified home and industrial compostable NatureFlex™ films for their packaging.

NatureFlex™ is a range of transparent, metallised and coloured films made from renewable and responsibly sourced wood pulp. It is naturally anti-static, has excellent dead-fold, tailored barrier properties and performs well on a packaging line; making it an ideal alternative to conventional plastic films. As NatureFlex™ films meet the norms for the EN13432 standard for industrial composting and are certified by TÜV Austria OK Home for home composting; they provide a great solution for diverting both the toys and packaging from landfill.

David Roman, Head of Sustainability at the British Heart Foundation, said; “We chose Direct Packaging as we’re confident about the quality of their products. They’ve been incredibly helpful, producing bespoke bag sizes, minimising lead times and offering us a competitive price, which as a charity is always front of mind. NatureFlex fit the bill in our search for sustainable packaging materials, as it is plastic-free and made from renewable and responsible resources.

Last year, the British Heart Foundation rescued 74,000 tonnes of items from landfill – including thousands of toys – which all go towards helping them fund life-saving heart research!



The new packs are launching in over 500 British Heart Foundation high street shops across the UK and Northern Ireland, with pocket money prices that are a real hit with customers both old and young!

To find your nearest British Heart Foundation shop head to www.bhf.org.uk/shop

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.

Note to Editor

Each year, British Heart Foundation (BHF) shops raise around £30 million to help the BHF fund life-saving research into all heart diseases, stroke, vascular dementia and diabetes.

The BHF has around 750 shops across England, Scotland and Wales including 550 Standard shops and over 180 Home stores, selling up to 85,000 items every day.

Each year, the [BHF eBay shop](#) sells around 150,000 high value and unusual items to raise funds for heart and circulatory diseases.

Collectively, BHF shops and stores prevent over 70,000 tonnes of items from going into landfill each year, providing a sustainable solution for those looking to shop pre-loved or businesses and individuals keen to donate good quality items.

The BHF is fortunate to have over 17,000 volunteer opportunities in its shops. Nearly a quarter of employed retail positions are filled by those who have previously volunteered for the BHF.

To find your local shop visit bhf.org.uk/shop.

For over 50 years the BHF has pioneered research that's transformed the lives of people living with heart and circulatory diseases. Every pound raised, minute of your time and donation to our shops will help make a difference to people's lives.

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