

# Press Release



*For Immediate Release*

## **NatureFlex™ and Bioglitter™ are a sparkling combination**

Since the launch of renewable and compostable NatureFlex™ films in 2003, Futamura has helped hundreds of leading retailers and ethical brand owners on their sustainable packaging journey. Not only certified for home and industrial composting, NatureFlex™ also offers outstanding technical performance. The transparent, coloured, metallised and matt films, made from responsibly sourced wood pulp, are so versatile they can be used for a variety of product applications; from coffee capsules, twistwrap and tea packaging to cosmetic grade glitter!

Fast forward to festival season 2019 and we see the launch of Cosmetic Bioglitter™ PURE, by Ronald Britton Ltd., but what happened in between to get that launch off the ground?

Glitter has received much media scrutiny of late, as it is a microplastic. However, Ronald Britton has developed Bioglitter™ SPARKLE and Bioglitter™ PURE, providing nurseries, make-up artists, fashionistas, retailers and brand owners alike with a solution that will not pollute the environment.



Due to the fly- away nature of glitter, Ronald Britton first needed to source a base material they knew they could rely on to safely biodegrade in the natural environment. For this reason they turned to Futamura and its flagship, renewable, compostable and biodegradable NatureFlex™ technology.

**Dr Lucy Cowton, Product & Sustainability Manager at Futamura**, said; *“Futamura has worked closely with Ronald Britton for some time in the development of optimal grades using NatureFlex™ technology in their unique biodegradable glitter. In addition to a great product match, our companies share a mutual value for product integrity. It is very important to both Futamura and Ronald Britton that our products have independent accreditation. NatureFlex meets the European standard for industrial composting; EN13432 and is certified home compostable by TÜV Austria OK Compost HOME.”*

**Stephen Cotton, Commercial Director at Ronald Britton** added; *“In addition to the NatureFlex™ certifications, we have independently tested our Bioglitter™ to prove it*

*biodegrades well in natural environments and have achieved OK Biodegradable WATER accreditation by TUV Austria for our Bioglitter™ Pure product. Bioglitter Sparkle biodegradation is also well progressed in fresh water.”*

**Andrew Thompson, Technical Director at Ronald Britton** went on to say; *“These test results and certifications are important to us because we know that our product can often end up in the natural environment – and that’s why we chose to work closely, together with Futamura and their NatureFlex™ technology in the development of Bioglitter™.”*

Since the launch of Bioglitter™ SPARKLE in 2014, Ronald Britton has been looking to develop a formulation to guarantee a 100% plastic free glitter, with that dream becoming a reality in April 2019 at its launch of Bioglitter™ PURE. The product has even had recognition from renowned environmentalist, Sir David Attenborough, who wrote to Ronald Britton; *“I am delighted to hear that you have developed a biodegradable glitter – and wish you every success with it.”*

Bioglitter™ SPARKLE and Bioglitter™ PURE are designed for use in cosmetics and comply with all cosmetic and rinse off legislation, including the use on lips in the US. Ronald Britton now also offer Bioglitter™ ranges suitable for coating, printing and craft decorative applications.



Consumers can be confident that they are purchasing genuine Bioglitter™ based products from an increasing number of brands, such as T-Zone, Primark and Monsoon Accessorize, licensed to use the instantly recognisable Bioglitter™ logo

For more information visit [www.discoverbioglitter.com](http://www.discoverbioglitter.com), [www.bioglitter.com](http://www.bioglitter.com) or visit Futamura at Packaging Innovations London, Olympia, on stand B18.

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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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