

# Press Release



*For immediate release*

Wednesday, 6 March 2024

## **Sticker Gizmo chooses NatureFlex™ renewable and compostable facestock for their labels**

British labels producer, Sticker Gizmo, is committed to providing the highest quality labels and stickers with first class customer service. Founded in 2018, the company has invested in the latest digital printers and laser cutting technologies to produce in-house all their high-quality labels. To achieve the perfect label every time, they only use the highest quality materials.

In addition to their standard paper and vinyl labels, Gizmo now offers a range of sustainable solutions based on Futamura's NatureFlex™ facestock materials and a compostable pressure sensitive adhesive. This new range of labels offers a great solution for many applications : perfect for luxury products, product labels, big or small size stickers when a sustainable alternative is required.

The new labels are available in clear, white or metallised to fit all client requirements. These can be printed any colour and achieve a highly decorative finish. They offer all the benefits of traditional labels and much more on a sustainability front. The NatureFlex™ facestock is made from renewable wood pulp sourced from responsibly managed plantations. It also meets all the relevant standards for industrial composting, including EN13432, and certified for home composting according to the OK Compost Home protocol or by Din Certco / ABA to the French and Australian home composting standards.

Sticker Gizmo chose labels made from NatureFlex for their versatility, printability and sustainability. Alistair Tillen, Founder of Sticker Gizmo, confirms : 'the new NatureFlex based labels are an excellent addition to our portfolio : they are a high quality product and offer a valid end of life option after use. We are seeing more brands switch to sustainable labelling as long as they don't have to compromise on quality and being able to offer a high-quality sustainable alternative to our customers is essential for future growth.'



Andy Sweetman, Sales and Marketing Director EMEA at Futamura, adds: ‘the labels produced by Sticker Gizmo with our NatureFlex films have the same appeal as conventional plastic ones with the benefit of having a valid end of life. We are delighted that our NatureFlex films are used in this application, in combination with a compostable adhesive. These labels show what is possible today in the self-adhesive label market. As legislation evolves, we are likely to require more compostable labels : the most current example is the French AGECE law defining the requirements for fruit and vegetable labels in France. ‘

Premier Coating & Converters Ltd is the British company that brings the label structure together for Sticker Gizmo. According to Bruce Paddy, the Technical and Operations Director : ‘It is a pleasure to be part of the chain bringing the NatureFlex facestock together with a compostable adhesive and a release liner for Sticker Gizmo. The close collaboration with our customer and our supply chain partners has been key to bring these new labels to the market place. We look forward to bringing new developments into this market segment in the near future.’

END

## 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 1980 people, with a focus on safety, high quality speciality products, R&D, customer service and ethical, sustainable partnerships.*

*For media enquiries and or photographs please contact:*

*Andy Sweetman  
Sales & Marketing Director – EMEA  
Futamura UK  
Station Road  
Wigton, Cumbria  
CA7 9BG  
T: +44 (0) 16973 41549  
E: [andy.sweetman@futamuragroup.com](mailto:andy.sweetman@futamuragroup.com)*

*Or*

*Amaia Cowan  
Business Development Manager  
T: +44(0) 16973 41792  
E: [amaia.cowan@futamuragroup.com](mailto:amaia.cowan@futamuragroup.com)*