

News Releases 2014

Demand is growing in Europe and the United States for technologies that extend shelf life Promoting PLANTIC Film, a Biomass-Derived Barrier Film, in the Japanese Market

sep 22, 2014
Kuraray Co., Ltd.

Kuraray Co. Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: Fumio Ito) concluded a contract with Australia-based Plantic Technologies Limited to be that company's exclusive distributor in the Japanese and South Korean markets and will begin promoting the biobased barrier material PLANTIC film in Japan. As part of these promotion efforts, we will exhibit the products at our booth at the international packaging expo TOKYO PACK 2014, to be held from October 7 to the 10 at Tokyo Big Sight.

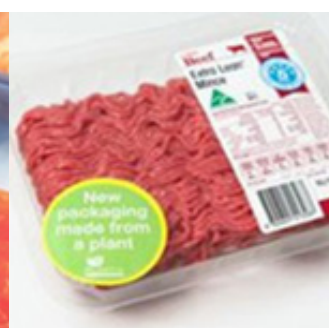
Overview of PLANTIC Film

PLANTIC film is a barrier film primarily composed of a unique cornstarch produced by Plantic Technologies. It is often sold as a laminate with LDPE or PET films for use as fresh food packaging material. This reduces food waste by keeping foods fresher longer, benefitting both food producers and the environment.

Characteristics of PLANTIC Film

1. High oxygen impermeability, perfect for fresh foods in modified atmosphere packaging (MAP)* and Vacuum skin pack applications
2. Excellent formability and heat sealability enables processing with existing facilities
3. High transparency enables visual confirmation of food freshness
4. Being derived from biomass resources, it helps cut CO2 emissions. It is already certified as a biobased product by the European authority Vinçotte.

*MAP refers to using packaging filled with nitrogen or other gases instead of applying chemical preservatives to slow food decomposition.



Typical end uses for PLANTIC film

About Plantic Technologies Limited

Plantic Technologies is based in Australia, where its head office and principal manufacturing and R&D facilities are located. The company has a thermoforming plant in Germany and sales offices in the United States and the United Kingdom. The company's unique patented polymer technology is based on high-amylose corn starch, which is derived from non-GM corn. Plantic Technologies offers a wide range of products in the barrier packaging sector. These products are used in packaging fresh seafood and pasta, raw meat, processed meat and other food products at major supermarkets in Australia, Europe and the United States.

* Image download service for the news media

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