

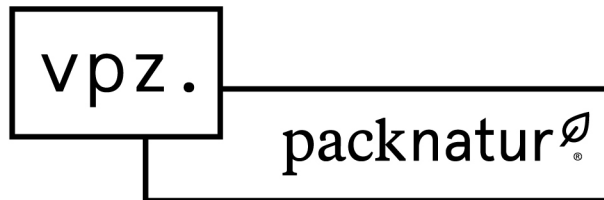
Packnatur® Pop-up Bags

When nature pops up

The new Packnatur® Pop-up Bag is the perfect choice when you suddenly have to nip into the shops. Made from beechwood, which is a 100% renewable raw material, the Pop-up Bag is free from petrochemicals and contains no metallic substances. What's more, the bag is reusable, made from compostable material and is biodegradable – in other words, it ticks all the right boxes.

Because beechwood is always in fashion!





The fact that VPZ's innovative products go hand in hand with nature is nothing new. It comes as no surprise, therefore, that the Packnatur® Pop-up Bag has been designed with as much the consumer in mind as the environment. For us, it's not the size of the bag that counts, it's what it can do. The Packnatur® Pop-up Bag really comes into its own when it's filled with fresh, juicy apples, crusty rolls or other delicious things. But the bag's not just for foodies – it's also great for holding your gym gear or swimsuit and flippers. And weighing in at a mere 35 g, the bag simply hangs out in your coat pocket or briefcase waiting to come into its own and show just how easily it copes with carrying a full 10 kg! The reinforced handles still feel comfortable in your hand, even with a full load. Manufactured from wood, a 100% sustainable raw material, the Pop-up Bag is free from petrochemicals and metallic substances, is made from compostable material and fully biodegradable.

What about the environment?

The bag is manufactured exclusively from wood sourced from the thinning of local PEFC- or FSC®-certified beechwood forests. Beechwood forests are primary forests and are able to regenerate themselves, without the need for reforestation. Forest thinning helps keep forests healthy. Lenzing AG process the wood fibres into spin-dyed modal colour fibres in their Austrian plant, in accordance with the strictest environmental standards and with a zero-carbon footprint. Compared to conventional dyeing, where dye is transferred to the finished fibres, these fibres require 64% less water, 90% fewer chemicals, 20% less energy and 62% less heat, while producing 64% less waste water. Thanks to the high-quality raw material, these net carrier bags are very long-lasting – but when their life does come to an end, they can be biodegraded back into the natural life cycle. The material is certified HOME COMPOST-certified for Europe and the USA.

The Pop-up Bag at a glance

- Small, foldable and space-saving. Fits every hand, pocket or briefcase.
- Long-lasting, reusable and washable – plus biodegradable at the end of its life.
- Strong bag with a significant capacity, despite extremely low volume of material used.
- Reinforced handles ensure heavy contents can be carried comfortably.
- Looks natural, feels good.
- Made from wood – a 100% renewable raw material. Contains no petrochemicals, no metallic substances. Local raw material sourced from the thinning of local PEFC- or FSC®-certified, self-regenerating beechwood forests.
- Significantly lower energy and water consumption during manufacturing, compared to cotton. Free from pesticides and herbicides.