

A new look for fresh fruit and vegetables

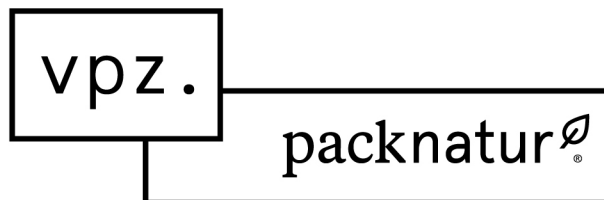
Fruit and vegetables are in for a new look!

The Packnatur® Pick Pack reusable cellulose bag made from FSC®-certified beechwood is the latest fashion for fruit and vegetables, made from 100% wood – helping them stay fresh for longer.

Plastic is just so last season!



It's not just vegetarians' hearts that bleed when they see fresh fruit and vegetables bagged up in plastic – which is why VPZ Verpackungszentrum decided to come up with a new type of packaging for fruit and veg. The fruits of their labour come in the form of Packnatur® Pick Pack reusable cellulose bags, which are made from FSC®-certified beechwood and have a whole lot more to offer than the plastic alternative. The bags are made from 100% wood, and are tear-resistant and wet-proof. The fact that the bags are breathable and moisture-regulating means that they can keep produce fresh for up to two or three days longer. The material is so soft that it also prevents the most delicate fruits from getting damaged. A nifty



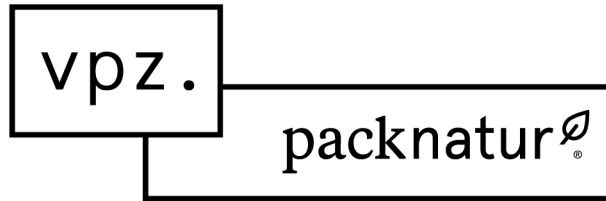
addition to the bags is the wooden drawstring stopper – which is also made from FSC®-certified beechwood and turned in a local workshop.

The bags are manufactured exclusively from beechwood that is certified to have been sourced from local forest thinning (one-third from Austria and two-thirds from Central Europe). Beechwood forests regenerate naturally and do not need to be replanted. Both the netting and the drawstring have been designed from FSC®-certified cellulose fibre. Lenzing AG, global leader in the manufacture of environmentally friendly cellulose fibre, produces the LENZING™ Modal fibres in its Austrian factory, in compliance with the strictest environmental standards and with a zero-carbon footprint.

The reusable bag doesn't need composting straight away, and is the ultimate shopping basket accessory for all plastic-free consumers.

Packnatur® reusable cellulose bags have been gracing the shelves of Swiss supermarket chain Coop since November 2017 and Austrian REWE AG (Merkur, Billa, Adeg and Sutterlüty) since November 2018. It doesn't look like they'll be going out of fashion any time soon!





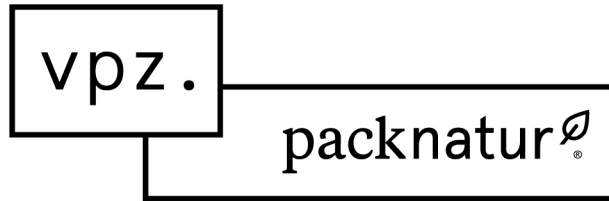
The Packnatur® Pick Pack reusable cellulose bag at a glance:

- All raw materials are 100% wood.
- Compostable and biodegradable.
- Manufactured from wood – a 100% renewable raw material. Free from petrochemicals, no metal. Reusable.
- The material is certified as home-compostable in the USA and Europe and approved for food safety.
- The bag is rip-resistant and wet-proof.
- With breathable and moisture-regulating properties, the bag keeps produce fresh for 2–3 days longer.
- The material is extremely soft and prevents delicate fruits from being damaged.
- The weight label adheres to the net fabric well.
- The entire value chain is located within Europe, with the majority within Austria.
- Different colours, sizes and packaging solutions for POS (e.g. packaging sets, displays, etc.) – easily customisable.
- Suitable for a wide range of food/non-food uses.

Partner feedback

from Guido Fuchs, Coop Sustainability Project Manager, Switzerland:

“We are delighted to have launched the ‘multi-bag’ – made from FSC®-certified beechwood cellulose – which we have developed in cooperation with VPZ Verpackungszentrum GmbH. The multi-bag is a very innovative, sustainable product that our customers have greeted with open arms. VPZ has proved to be an innovative, creative and competent partner with whom we have been involved in a continual, year-long intensive development and manufacturing project. They carried out the whole process extremely professionally – from the initial concept sketches right up to the entire supply chain. It was great fun working together with VPZ and we look forward to collaborating on further projects in the future.”



Awards

WorldStar Packaging Award 2020

Nominated for the Green Packaging Star Award 2019

Sustainable Food Awards 2019 / Sustainable Packaging / runner-up

Staatspreis for Smart Packaging 2018

Energy Globe Styria Award 2018