



Organic wineglass labels

We're naturally curious.



And difficult to please.

So what happens when we're far from happy with the labels available on the market? We simply decide to develop our own. Organic labels, naturally in line with what we believe a label should be.

The quest for organic, holistic packaging solutions is a mission that continuously presents us with new challenges. If there's one industry that should be using nothing but organic packaging, then it's the organic fruit and vegetable sector. And this is why we set off in search of 100% organic-based, fully biodegradable labels. Needless to say, in vain. However, our Packnatur® cellulose tube netting solutions were desperately in need of labels that corresponded to our high standards. So it was decided that we should launch an independent development project in association with IM Polymer GmbH, Lenzing Plastics GmbH & Co KG and the vegetable growers association, Marchfeldgemüse.

Now, after several years of development, we are able to market a product of technical perfection.

Packnatur® Organic Wineglass Labels are produced from a rip-resistant, wet-proof and fully petrochemical-free composite film, combined with cellulose paper. All raw materials used are of biogenic or mineral origin and are compostable. The labels are certified industrially compostable (OK Compost Industrial) EN 13432. We also avoid the use of thermal paper, due to the current controversy about bisphenol A. The EAN code and batch number are printed onto the Packnatur® Organic Wineglass Labels using thermal transfer printing (carbon ribbon).

It looks like our curiosity has paid off!

Awards:

- WorldStar Packaging Award 2018, Category Food Packaging, Sustainable Award in silver, Presidential Award in bronze
- Green Packaging Star Award 2017

Our partners:

IM POLYMER GMBH

IM Polymer GmbH – based in Leoben, Austria – is a research-oriented technology and consulting firm. The company benefits from an extensive network of research and manufacturing-related partnerships and specialises in providing top-level R&D and consulting services, focusing on environmental awareness and cost efficiencies.

LENZING PLASTICS GMBH & CO KG

Lenzing Plastics – based in Lenzing, Austria – is one of the global leaders in the manufacturing of polyolefins, technical plastics and fluoropolymers. The company's key competencies include the uniaxial stretching of films and ribbons, as well as the production of single- or multi-layer plastic (hybrid) films using a range of different fusion techniques, such as extrusion coating for cellulose paper.

THE VEGETABLE-GROWERS' ORGANISATION, MARCHFELDGEMÜSE

The vegetable-growers' organisation, Marchfeldgemüse, is Austria's largest organic packaging company for field vegetables. This organisation is responsible for handling and marketing Austrian vegetables that have either been ecologically grown or organically certified.