

# Join the Green Packaging revolution



Sustainable and CO<sub>2</sub> Neutral

Fully biodegradable Packaging Solution

100% recyclable and biodegrades within 10 years

Looks and feels exactly like a traditional container

natur**pharma**

## Patent pending

Natupharma has applied for an International patent for this alternative to a standard plastic pot. It is a unique packaging concept, developed in cooperation with one of Scandinavia's most reputable plastic manufacturers.

This new to the market solution gives an alternative to hundreds of years degrading in landfill or clogging up our oceans. Its innovative and unique approach to this worsening problem is a real solution in an era of stop gaps.

Be one of the first to embrace this concept and help save the planet.

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*“Our population and our use of the finite resources of planet Earth are growing exponentially, along with our technical ability to change the environment for good or ill”*

Stephen Hawking

## Natupharma ECO Packaging

ECO Packaging is part of the Natupharma Group of companies with its roots in Scandinavia.

The Group was formed in 1956 but following an acquisition in 2007 by the present owner and CEO, Mads Bødtcher-Hansen, the company has gathered momentum and is now a leading innovator and supplier of food supplements for humans and animals, sports nutrition and Eco packaging solutions to the market.

A unique signature of Natupharma’s business, and a primary contributor to the growth of the company, is its ability to read and understand consumer needs and turn them into reality.

The Eco division was created after a demand from some of our larger customers to help them with the challenges of today’s markets. Companies want to be more Eco friendly but either don’t have the resources or knowledge to take it forward.

At Natupharma ECO Packaging, we are here to help your business succeed. We’ve built our company with the needs of retailers in mind and it shows from our eco-friendly products to our dedicated team of customer service and packaging experts. Connect with us today to find out about how your business can grow with us.

# The PROBLEM



## SINGLE USE PLASTIC

It takes 450 years or more to break down a standard container into micro plastic.

## OCEAN CONSERVANCY

By 2050 there will be more plastic in the oceans than there are fish.

## THE SOLUTION ISN'T RECYCLING

Currently only 9% of the world's plastic is recycled.

## FULLY DEGRADES

Current plastics never fully degrade, rather they break-down into smaller and smaller pieces that are eventually ingested by marine life.

# The SOLUTION



## FULLY BIODEGRADABLE

Within 10 years, our containers are reduced completely to water.

## 100% RENEWABLE RAW MATERIALS

Green polyethylene combines high performance and processability and the use of renewable raw materials helps reduce global warming.

## RISING DEMAND FOR BIODEGRADABLE PACKAGING

The market is set to grow by 10.55% per annum to keep up with consumer demand.

## MARKET LEADERS

Companies switching to a Bio Solution typically enjoy a 50% increase in sales.

	Standard Standard HDPE	Premium Standard HDPE + Biodegradable additive	Premium <sup>+</sup> CO2 Neutral HDPE + Biodegradable additive
<b>FOOD SAFE</b>	✓	✓	✓
<b>TOOLING OPTIONS</b>	✓	✓	✓
<b>RECYCLABLE</b>	✓	✓	✓
<b>BIODEGRADABLE</b> 100% in less than 10 years	✗	✓	✓
<b>SUSTAINABILITY</b> HDPE polymer made with sugar cane	✗	✗	✓
<b>CO2 NEUTRAL</b>	✗	✗	✓
<b>PATENTED</b>	✗	✗	✓*
<b>EXCLUSIVITY</b>	✗	✗	✓
<b>BRANDED WITH COMPANY NAME</b>	✗	✗	✓

\*Patent pending (PA 2018 00669)

## Why choose Premium Plus?

In addition to traditional packaging concepts, Natupharma has developed a patent pending packaging alternative where we make use of polyethylene produced from sugar cane ethanol in combination with a biodegradable compound.

We call it “Premium Plus” and compared to the current standard solutions on the market it offers some unique and future-proof features with high commercial value for any company wanting to be ahead of the competition:

### Sustainability

When it comes to plastics and sustainability, packaging professionals are aware there is an attitude or perception problem - 69% of respondents in the 2018 Sustainable Packaging Study felt a high level of environmental concern around plastic packaging. Much of that concern focuses on the visible and visceral problem of pollution in our oceans and waterways.

### CO2 Neutral

These and other steps taken to avoid using fossil fuels will move us closer to the ideal of having no net effect on the amount of carbon in the biosphere, in other words, to be carbon neutral.

**Biodegradable** In our throw-away culture, there is a high need to create materials that can be recycled; biodegradable packaging made from sugar canes is one of the newest trends for green living.

**Recyclable** Recycling is the process of converting waste materials into new materials and objects. It is an alternative to “conventional” waste disposal that can save material and help lower greenhouse gas emissions. Recycling can prevent the waste of potentially useful materials and reduce the consumption of fresh raw materials, thereby reducing: Energy usage, air pollution (from incineration), and water pollution (from landfilling).

**Food safe** In food safety, the focus is on minimising risks to human health caused by substances intentionally (IAS) or non-intentionally (NIAS) added during the various production stages. Producers of food products and their suppliers must ensure that for approved substances regulatory thresholds are not exceeded and that non-approved substances such as NIAS do not constitute a health risk.

**Options for tooling** We produce a wide range of plastic containers including pharmaceutical tablet containers with more than 120 shapes and sizes from 10 ml to 5,000 ml, plastic bottles and cans, jars for food, healthcare and personal care. We also produce numerous products for the cleaning and chemical industries. The standard range includes more than 400 of our own moulds and in addition we produce from many customer-owned moulds.

**Patented** We have applied for a patent to cover the process of producing “Carbon dioxide neutral and biodegradable polymer and packaging products produced thereof”. As such we are the only company in the market who presently can offer viable solutions for the future.

**Exclusivity** Exclusivity could be available, dependent on volumes and contract.

**Company branding** The pots lend themselves to have either a company name or logo on the bottom, again dependent on volumes and contract.

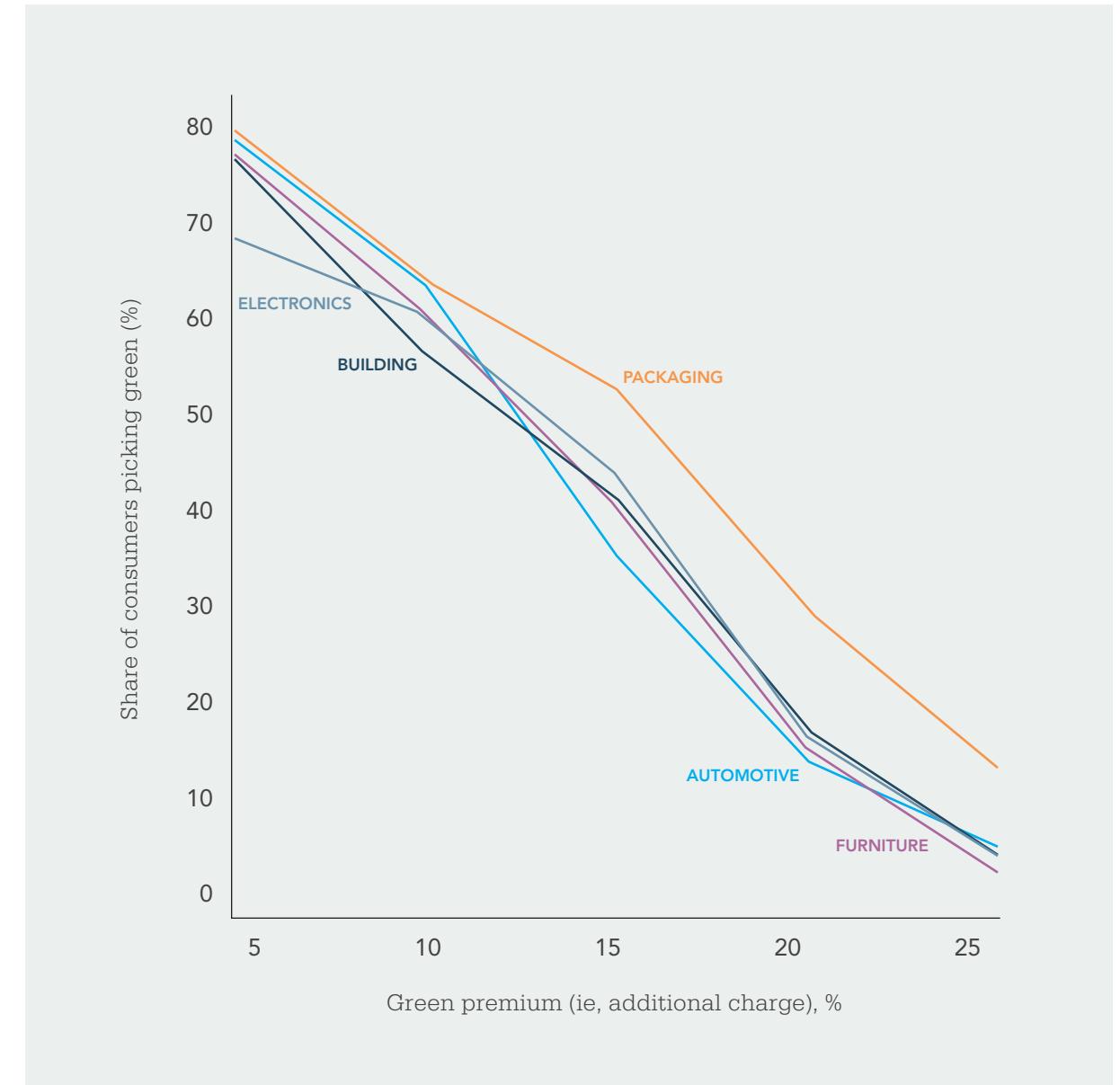
# Will consumers pay more for a Premium Plus solution?

Will consumers pay more to be green?

It's a crucial question whose answer could affect the sustainability of industry value chains; after all, many companies will pay a premium for green products and services only if they can charge customers more down the line, according to a recent McKinsey survey of 500 executives.

A survey based on 1,000 consumers in Europe and the United States found that many will pay more—but only up to a point. Upward of 70 percent of consumers surveyed about purchases in the automotive, building, electronics, furniture, and packaging categories said they would pay an additional 5 percent for a green product if it met the same performance standards as a non-green alternative.

But as the premium increases, the willingness to pay melts away. For all but one category (packaging), less than 10 percent of consumers said they would choose green products if the premium rose to 25 percent.



Source: How much will consumers pay to go green? Article - McKinsey Quarterly - October 2012

# Report shows a third of consumers prefer sustainable brands

A new international study by Unilever reveals that a third of consumers are now choosing to buy from brands they believe are doing social or environmental good.

Unilever study reveals a third of consumers are now buying from brands based on their social and environmental impact. An estimated € 966 billion opportunity exists for brands that make their sustainability credentials clear.

The study asked 20,000 adults from five countries how their sustainability concerns impact their choices in-store and at home. Crucially, it then mapped their claims against real purchase decisions, giving a more accurate picture than ever of what people are actually buying – and why.

As well as confirming the public's high expectations of brands when it comes to having a positive social and environmental impact, the study's findings uncover an unprecedented opportunity for companies that get it right. More than one in five (21%) of the people surveyed said they would actively choose brands if they made their sustainability credentials clearer on their packaging and in their marketing. This represents a potential untapped opportunity of € 966 billion out of a € 2.5 trillion total market for sustainable goods.

“Consumers want packaging that helps them become more sustainable, even if it costs more – now brands must respond”

*Promoted By BillerudKorsnäs, September 21th, 2017*

Product packaging is set to play an ever more important role in creating a more sustainable global economy and consumers are ready to play their part in this movement. They're increasingly keen to choose brands that help them make sustainable choices and packaging is a key factor. This is one outcome from the BillerudKorsnäs consumer panel on packaging sustainability where consumers from cities all over the world have described their view on the role of packaging in their everyday life and as a contributor to a sustainable future.

Some 72 per cent of consumers around the world are willing to pay more for products with packaging that brings sustainable benefits. The research was conducted by BillerudKorsnäs, a leading developer of sustainable packaging for the global consumer goods market. These include world-leading paper and board material, and other new solutions that increase brands' profitability while reducing environmental impact.

“We conducted one of the first consumer panels on packaging sustainability because we wanted to really understand how aware consumers are to packaging sustainability and their aspirations to act, and we were very encouraged by the results,” says Jon Haag, director of consumer insights at BillerudKorsnäs. “What we discovered is that consumers are ready for action. They want packaging that helps them change behaviour and they are ready to pay for it. But they want to see some benefits in return.”

# Certification

Our bottles and caps are made of CO<sub>2</sub> neutral & Bio-degradable polyethylene.

The CO<sub>2</sub> neutral polyethylene is produced from sugar cane ethanol and a biodegradable compound is added to the CO<sub>2</sub> neutral polyethylene to accelerate the process of biodegradation, i.e. when the end products are disposed of in a biologically active ecosystem.

The CO<sub>2</sub> neutral polyethylene in combination with the compound/additive has undergone extensive testing. Several tests, to verify the product biodegradability in different environments have been performed according to the following technical standards:

- Aerobic environment, ISO 14855
- Anaerobic environment, ISO 15985
- Waste water, ISO 14853
- Marine water, ASTM D 6691

Depending on the type of polyethylene (PP, PS or PE) the timeframe for biodegradation in these conditions is between 1 and 10 years when used according to the producer's description.

Phytotoxicity tests have also been conducted and show that polymer containing the biodegradable compound is environmentally safe.

And finally, all packaging materials made from our CO<sub>2</sub> neutral & Bio-degradable polyethylene are in full compliance with all relevant EC regulations for food contact materials.

Storage in a warehouse, exposure to heat and sunlight will not affect the product.



# Let us take care of your packaging solutions

Humans are already eating plastic from the sea. The average person who eats seafood swallows up to 11,000 pieces of microplastic every year, according to a study by researchers at the University of Ghent. As Prince Charles put it in a recent Our Ocean summit, 'plastic is very much on the menu'. The world's oceans are turning into a 'toxic soup' of industrial waste and plastic, putting the future of humanity at risk, Sir David Attenborough has warned.

#### **Head Office (Denmark)**

Natupharma A/S  
Sorøvej 89-91  
4200 Slagelse  
Denmark

Tel.: (+45) 58 54 41 61

Fax: (+45) 58 54 42 95

E-mail: [info@natupharma.dk](mailto:info@natupharma.dk)

#### **Global Sales (UK)**

Natupharma UK Limited  
Minerva Mill Innovation Centre  
Station Road, Alcester  
B49 5ET Warwickshire  
England

Tel.: +44 (0) 7951 414616

E-mail: [info@natupharma.uk.com](mailto:info@natupharma.uk.com)

#### **Procurement Office (Sweden)**

Natupharma AB  
Rååvågen 30  
SE-252 70 Råå  
Sweden

Tel. +46 705 87 81 85

E-mail: [Info@natupharma.se](mailto:Info@natupharma.se)

