



Press release

Pregis Kobusch-Sengewald has started doing business with organic film

Organic film for organic pasta

Warburg / Halle(Westf.), 22 October 2007. Birkel, a German manufacturer of brand name products, will now be the first to offer its organic pasta in organic film. Just as new is that the film will be printed in a high-quality 8-coloured flexoprint — by the packaging specialist Pregis Kobusch-Sengewald. The plastic fabricator has also recently started to offer bio-degradable and compostable film made of an extruded PLA (polylactide)-blend.

The organic boom. Subsequent to a survey carried out by the European Bioplastics association (www.european-bioplastics.org) amongst its members, the branch recorded a strong surge in demand in 2006 of, for the most part, more than 100 per cent compared to 2005; the companies reckon with a continued strong growth for 2007. Italy, the Netherlands, Switzerland and particularly Great Britain have already established organic packaging on the market; Germany is still in the early stages of this development. All the same the consumption of this packaging made of organic plastics rose by more than 30 per cent compared to the previous year in this country (Gesellschaft für Verpackungsmarktforschung (translated meaning the association for packaging market research), www.gvm-wiesbaden.de).

“As a branded company we cannot pass by this development“, explains Thomas Schmid, Product Manager at Birkel and also responsible for Birkel's Organic segment. The organic pasta has been available on the nationwide market since March 2007 — in fact it has been consistently packaged in a compostable film made of renewable raw materials since then. Birkel's integrated overall concept, which is new to the German market, is their way of preserving resources and offering their customers an additional specific usefulness: besides the high-quality product a good conscience by buying the „Allround-Organic-Pasta“ and contributing to environmental protection.

The organic packaging film used is made of renewable raw materials and based on cellulose from a supervised cultivation, and therefore certified according to the European standard (EN 13432:2000) and the American standard (ASTM D6400-99) for composting. The film is printed in a specially treated high-quality 8-coloured-flexoprint by Pregis Kobusch-Sengewald, the specialist for plastic packaging. The art is to print the non laminated monofilm in such a way that the colours develop a good adhesion to the film. Aside from this the total of 5 per cent non-compostable materials on the whole of the packaging must not be exceeded. The label and its print colours must also be calculated in this total percentage. Given that this packaging is

equivalent to the test standard, it may be tagged with the protected Keimling-Logo that distinguishes it as compostable.

Moreover, Pregis Kobusch-Sengewald has reacted to an increase in demand and launched an extruded film made of a PLA-blend within its product range which is biodegradable and compostable. The final certification will, however, still take some time. At the moment, this film is available in white, coloured or opaque. The transparent version is under way.

The cooperation between Birkel and Pregis Kobusch-Sengewald has been in place for several years. The good operating experience with the packaging manufacturer, as a „reliable partner, says Thomas Schmid, prompted Birkel to set up this joint organic film project in the middle of 2006.

About Pregis:

Pregis Corporation is a leading global provider of innovative protective, flexible, and foodservice packaging and hospital supply products. The specialty-packaging leader currently operates 45 facilities in 18 countries around the world. Pregis Corporation is a wholly owned subsidiary of Pregis Holding II Corporation.

