



## Media Release

29 April 2012

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### **Ultra-high Barrier Plastic Break-through**

#### **Plantic Technologies Debuts Renewably Sourced Plantic eco Plastic™ Trays & Rollstock that Improve Freshness for Meats, Fish, Pasta and Smallgoods.**

**AMI Expo 2012, Dallas, TX, APRIL 29, 2012** – Plantic Technologies Ltd, an international supplier of biopolymers, announces the debut of its new ultra-high barrier Plantic eco Plastic™ trays. Plantic eco Plastic™ has an oxygen transmission rate of less than one-tenth of one percent and creates a new class of ultra high barrier packaging materials. This unique new packaging has the potential to significantly increase shelf life and product freshness. Plantic eco Plastic™ trays can be used for MAP applications where improved freshness and reduced carbon footprint are desired.

“Plantic eco Plastic™ raises the bar for barrier packaging,” says Brendan Morris, Plantic Technologies CEO. “Retailers benefit doubly from improved product presentation and the tremendous environmental benefits; every 100 tons of Plantic eco Plastic™ used by a retailer saves enough energy to power 200 homes for a year and is the CO2 equivalent of planting 42,000 trees.” The bio-based trays contain up to 80 percent renewable content and use up to 40 percent less energy than conventional polymers throughout the complete product lifecycle..

Plantic eco Plastic™ broad product range covers premade rigid trays through to rigid and flexible thermoformable roll stock. The material runs on industry standard thermoforming, vacuum forming and form-fill-seal systems under specified processing conditions. “Plantic eco Plastic™ trays require no investment in new processing or packaging technology. They are a drop-in replacement for a range of traditional plastics used in modified atmosphere and Ultra high-barrier packaging,” says Tom Black, President of the Americas for Plantic Technologies. The rigid trays and roll stock are offered in a transparent form as well as a variety of colors and even multi-color formats.

Plantic Technologies Ltd is headquartered in Melbourne Australia with regional offices located in the USA, Germany and the United Kingdom. The company provides a broad range of products in the barrier packaging sector and is supplying major supermarket customers on three continents in applications such as fresh case ready beef, pork, lamb and veal, smoked and processed meats, chicken and fresh pasta applications. The launch of Plantic eco Plastic™ in North America is an exciting development for Plantic with the launch of their ultra-high barrier offering as an integral part of their global product strategy.

“Never before has the combination of the potential for product shelf life extension and industry leading environmental benefits come together in one packaging innovation. Plantic eco Plastic™ offers consumers the sustainability benefits they are demanding and offers retailers the superior functional performance to add to their bottom line. We believe it’s an unbeatable package,” says Brendan Morris CEO of Plantic.

### **About Plantic Technologies Limited**

Plantic Technologies is based in Australia, where its head office, principal manufacturing, and research and development facilities are located. The company also has manufacturing operations in Germany and sales offices in the United States and United Kingdom.

Plantic’s globally unique patented polymer technology is based on the use of high-amylose corn starch, a material derived from annual harvesting of specialized non-GM (hybrid) corn and supplied by Corn Products International.

Plantic Technologies has won numerous international awards for their innovation in biodegradable plastics including DuPont’s Global Award for Innovation in 2006.

For more information visit the company’s website [www.plantic.com.au](http://www.plantic.com.au).

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