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## **KURARAY AND PLANTIC PARTNER TO DISTRIBUTE PLANTIC HIGH BARRIER FILMS IN JAPAN AND SOUTH KOREA**

Kuraray Co. Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: Fumio Ito) concluded a contract with Australia-based Plantic Technologies Limited to be that company's exclusive distributor in the Japanese and South Korean markets and will begin promoting the biobased barrier material *PLANTIC* film in Japan. As part of these promotion efforts, Kuraray will exhibit the products at its booth at the international packaging expo TOKYO PACK 2014, to be held from October 7 to the 10 at Tokyo Big Sight.

### ■ Overview of *PLANTIC* Film

*PLANTIC* film is a barrier film primarily composed of a unique renewably source starch produced by Plantic Technologies. Plantic is ideal for use as fresh food packaging material. This reduces food waste by keeping foods fresher longer, benefitting both food producers and the environment.

### ■ Characteristics of *PLANTIC* Film

1. High oxygen impermeability, perfect for fresh foods in modified atmosphere packaging and vacuum packaging.
2. Excellent formability and heat sealability enables processing with existing facilities
3. High transparency enables visual confirmation of food freshness
4. Being derived from biomass resources, it helps cut CO<sub>2</sub> emissions and is certified as a biobased product by the European authority Vinçotte.

"The ability to be able to offer a sustainable ultra-high barrier material complements our existing range of resins and films and we are pleased to be working with Plantic. Plantic materials will be show cased at our booth at the international packaging expo TOKYO PACK 2014" Said Mr Kenzo Okamoto, Manager Global Marketing Group EVAL Division Kuraray Ltd.

Marketed under the Plantic<sup>®</sup> brand name, Kuraray will offer the full range of Plantic eco Plastic films to their customers in Japan and South Korea.

"We are pleased to be working with Kuraray. Kuraray are the global leader in the supply of EVOH barrier resins and they will be able to provide customers in Japan and South Korea with access to our proprietary sustainable ultra-high barrier materials. Kuraray' have unmatched capability in these markets and will provide customers outstanding sales and technical support." said Brendan Morris Managing Director and CEO at Plantic Technologies Limited



## **About Kuraray Co., Ltd.**

The Kuraray Group, which includes Kuraray Co., Ltd., its consolidated and unconsolidated subsidiaries and affiliated companies, embraces about 80 companies in Japan and abroad with approximately 7,000 employees. Each company within the Group, while demonstrating its individual character, is committed to satisfy the diverse needs of society in their field of business.

In 1926 **Kuraray Co., Ltd.** was established in Kurashiki City, Japan, where it started the industrial production of viscose rayon. Through intensive research and development the company succeeded in building up extensive expertise and technological strength in the fields of polymer chemistry, synthetic chemistry and chemical engineering. Thanks to this technological strength and extensive expertise Kuraray was able to develop highly innovative products in a wide range of selected applications.

Today Kuraray develops and manufactures quality and innovative products ranging from synthetic resins, fine chemicals, non-woven fabrics and synthetic leather to laser discs and medical products. A number of products developed and manufactured by Kuraray have become world-leading products. These products include: polyvinyl alcohol fiber KURALON™, polyvinyl alcohol resin POVAL™, ethylene-vinyl alcohol copolymer EVAL™, synthetic leather CLARINO™ and isoprene-based fine chemicals for perfumes, pharmaceuticals, dental resins and other specialized applications.

For more information contact Mr. **Kenzo Okamoto**, Manager : Global Marketing Group EVAL Division Kuraray Co., Ltd. Phone : +81 3-6701-1418

Visit the company's website [www.kuraray.co.jp](http://www.kuraray.co.jp)

## **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 biodegradable and sustainable polymer technology is based on the use of high-amylose corn starch, a material derived from annual harvesting of specialized non-GM (hybrid) corn. 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.

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Visit the company's website [www.plantic.com.au](http://www.plantic.com.au)