

Plush Chocolates Launch Fairtrade Chocolates with Plantic® Packaging

LONG COMPTON, United Kingdom — 2 February 2009 — Plush Chocolates, a new 100% Fairtrade company, have launched their product ranges with “eco friendly” packaging for their Luxury Fairtrade English and Belgian Chocolate collections, made possible through Plantic’s sustainable polymer technology.

Now selling in Oxfam shops, Harvey Nichols and Ethical Superstore, Plush Chocolates are made using the finest Fairtrade ingredients. Plush Chocolates chose the Plantic® tray for its unique combination of functional and environmental benefits. Plantic® trays are made from non-GM high amylose corn starch. They have a renewable resource content of approximately 85%, are biodegradable, home compostable and compostable to European (EN 13432) and American (ASTM 6400) standards. Additionally, Plantic® trays offer anti-static and odour barrier solutions, essential for chocolate packaging.

Plush Chocolates wanted their packaging to do three things: reflect the high quality of the chocolates inside by being desirable, tasty and good-looking; show that chocolates made with Fairtrade ingredients can be just as exciting and dynamic as other products; and be ethically sound. Plantic® packaging ensured all of these requirements were upheld.

In commenting, Sarah Hobbs, joint Founding Director said, “We are so excited about our “eco-friendly” trays and proud to be among the first people in the UK to sell chocolates in trays made from Plantic®. What is particularly impressive about Plantic® packaging is that it can be disposed of in a home compost and its energy requirement is approximately half that of petrochemical polymers.”

Brendan Morris, Chief Executive Officer, Plantic Technologies, commented, “We are pleased that Plush have chosen to use Plantic® biodegradable packaging for their chocolate trays. In doing so, Plush are actively leading the way in sustainable-driven technology, demonstrating their strong commitment to reducing waste and waste management costs, while providing function and performance to their customers”.

About Plush Chocolates

Plush is a 100% Fairtrade company which is dedicated to the principles of Fairtrade and the work of the Fairtrade Foundation. Over and above paying the Fairtrade price of our goods, Plush reinvests 10% of its profits into Fairtrade Banking Organisations.

Plush Chocolates are lovingly made by talented chocolatiers using only the best ingredients to create chocolates that are high quality, delicious and indulgent. Plush products have a positive impact on people and the planet by combining Fairtrade ingredients with ethically sound packaging, creating a taste sensation that’s fabulous and fair.

Media Release

For more information visit the company's website www.plushchocolates.co.uk.

About Plantic Technologies Limited

Plantic Technologies Limited is engaged in the development and commercialisation of a range of environmentally friendly plastics made from renewable resources.

Plantic's novel polymer manufacturing technology is based on the use of high-amylose corn starch, a material derived from annual harvesting of specialised non-GM (hybrid) corn. The unique chemical and film-forming properties of this type of starch allow for development of a range of applications across conventional plastics markets. In addition to being renewably sourced, users can take advantage of excellent end-of-life properties such as biodegradability and compostability.

Plantic has several patents covering its technologies, formulations and applications. The Company's objective is to commercialise its plastic technologies across a broad range of applications, with a particular focus on the packaging industry. Plantic Technologies has won numerous international awards for their innovations in biodegradable plastics.

Plantic is listed on the London Stock Exchange (AIM) under the symbol 'PLNT'. For more information visit the company's website www.plantic.com.au.

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