



Packaging Material Information Sheet

The next best step in sustainable packaging

NEW



Product:

Sustainable Packaging made from Sugar Cane Fiber

Origin:

Colombia, South America

Material:

100% Sugar cane fiber, a by product of the sugar cane industry

Use for:

- - Trays
- - Labels
- - Foil
- - Stickers

More info:

Carvajal Pulp & Paper:
<http://www.youtube.com/watch?v=e80aec506ls&feature=youtu.be>
 Earthpact: <http://www.youtube.com/watch?v=TAS20Ke394s>
 Carvajal: <http://www.youtube.com/watch?v=esoAH31sfPM>

Or call Paul Hendriks (+31 180 63 55 00)

“An extremely important step down the road of sustainable packaging“

Paul Hendriks, Packaging Expert at Eosta

Nature & More is proud to introduce a new, innovative packaging material with no less than 8 important advantages.

Why Sugar Cane ? Eight good reasons:

- Sugar Cane is a renewable, fast growing crop with numerous harvests per year
- The fiber is made of waste material (what is left after sugar production)
- 100% GMO free
- “Tree less” – not a single tree needs to be chopped down.
- The packaging material, unlike plastic, is guaranteed oil free
- Sugar cane fiber has a natural look and feel
- The packaging can be recycled as paper
- Since it is a waste material no new land is necessary for the production

Organic Physalis packed in sugar cane:

Nature & More's physalis is now beautifully packed. This golden berry, also known as "cape gooseberry", is certified organic and fair trade at Nature & More. Now the packaging and transport are sustainable as well. The organic berries are transported by boat and the packaging material is made of sugar cane waste material. Tree-less and plastic free!

Carlos Velasco, product manager at Eosta, is proud of this sustainable delicacy. He explains: "Our physalis is grown by smallholder farmers in Colombia, who work in harmony with their surroundings. There's a great story behind it. We want to reflect that through our packaging. So we designed a beautiful little box, made with the waste material from cane sugar production. Not a single tree is chopped for that! And through the simple grower code on the box, you can learn more about the heroes behind the product."





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Q&A

What is Sugar Cane Fiber?

Sugar cane fiber is a by product from the sugar Industry. In other words the waste material that is left over after crushing sugarcane for its sugar. Normally this waste would be burned or spread out over land.

Who is the producer ?

The producer of the sugar cane fiber based paperboard is the company Carvajal Pulp and Paper. This Colombian company has more than 50 years of experience in producing pulp and paper from this agro-industrial waste from the sugar industry.

Where are sugarcane fields located?

The sugar fields are located in the Cauca River Valley around Cali, Colombia. The sugar industry has been in this area for more than a century.

Is new farmland being used to produce the fiber for the packaging materials?

No. Sugar cane is a renewable, fast growing crop that can be harvested year round in this area. This also means that no new farmland is needed.

Have rainforests been cut down for the production of sugar cane?

The sugar industry has been in the Cauca River Valley for more than a century. Just like in large parts of Europe, this region used to be covered by forests but that is a long time ago. As mentioned sugar cane is a renewable, fast growing crop that can be harvested year round in this area. This means no trees are cut down for its production. The sugar industry and all the affiliated industries provide jobs for many people in this region.

Is it GMO free ? Yes

Is the packaging completely plastic / oil free ? Yes

Where is the sugar cane pulp produced ?

The factory where the fiber is being produced is located close to sugar mills in the region where the sugar cane grows .. around Cali in Colombia

Can Sugar Cane Packaging be recycled ?

Yes, it can be recycled as carton and paper.

Why is Sugar Cane better than carton produced from FSC wood?

From a quality point of view, there is no real difference. However, sugarcane paperboard trays do score better when you look at the source of the carton. By using sugarcane (bagasse) waste fibers, an agricultural residue and not a primary source of wood is used. Trees are currently grown for the sole purpose of making paper and paperboard. These trees sometimes live for more than 80 years (depending on area and climate). It therefore makes much more sense to use the waste material of a fast growing, renewable crop.