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## **Earthcycle and Innovia Films: Winners of the 20<sup>th</sup> Annual DuPont Awards for Packaging Innovation**

Vancouver, BC – Earthcycle Packaging and Innovia Films proudly announce their win at the 20<sup>th</sup> annual DuPont Awards for Packaging Innovation, recognizing the Earthcycle™-Natureflex™ Organic Kiwi Package. The announcement took place at DuPont headquarters in Wilmington, Delaware by DuPont Chairman and CEO Charles O. Holliday, Jr. Seven winners and three notable achievements were honoured for innovative products and processes that demonstrated breakthroughs in sustainable packaging.

The Earthcycle™-Natureflex™ Organic Kiwi Pack is a new packaging approach using only renewable and certified compostable materials, contributing to responsible sourcing, clean production and effective recovery. This compostable produce pack consists of three materials - the Earthcycle tray, the Natureflex™ film and the certified home compostable label that together creates a responsible alternative to traditional fresh produce packaging.

“Earthcycle is thrilled to have won this prestigious DuPont award for Packaging Innovation alongside Innovia Films,” said Shannon Boase, Earthcycle President and Founder. “It is a wonderful feeling to know that Earthcycle and Innovia Films’ compostable packaging has been recognized by an international expert jury as contributors to improved sustainability. This award gives us additional momentum as we move forward, educating people on their packaging options.”

Based in Vancouver, BC, Earthcycle packaging is made from a renewable resource called palm fiber – a waste product discarded when the palm fruit is harvested throughout the year for its oil. Earthcycle’s certified home compostable packaging is a natural product that complies with FDA requirements for contact with food, turning into healthy, productive humus for the soil in less than 90 days. The raw fiber used in production is sourced from palm plantations in West Malaysia that have been reviewed against principles and criteria established by the Roundtable on Sustainable Palm Oil (RSPO). Based on the Principles and Criteria established by the RSPO, Earthcycle’s sources of raw material have not replaced any primary forest nor converted any Environmentally Sensitive Areas (ESA) for the purpose of palm oil production.

“Earthcycle commissioned SGS Qualipalm, an authorized auditor for the RSPO, to assess our source of palm fiber against the RSPO defined guidelines,” explains Boase. “We can safely say that Earthcycle’s raw material is not sourced at the expense of

Environmentally Sensitive Areas or High Conservation Value Forests (HCVF). Neither has been converted to make way for the plantation, which is the source of our raw material.”

UK-based Innovia, a manufacturer of Cellophane films, embarked on a development program aimed at adapting the cellulose base film to meet stringent compostability norms. The result is Natureflex™, which comprises of a transparent cellulose base film made from renewable wood pulp sourced from managed plantations, which meet stringent food and compostable requirements. The paper label is also earth-friendly, designed with water-based ink and a special adhesive, it is certified compostable.

“We are honoured to receive this esteemed award and proud of our collaboration with Earthcyle,” said Malcolm Cohn, Market Manager – Americas, Packaging and Industrial Films, Innovia Films. “It is rewarding to know that Innovia’s commitment to sustainability has been acknowledged through its compostable packaging film, ultimately playing a part in reducing our environmental footprint.”

A panel of independent jurors selected this year’s winners from nearly 80 entries from the Americas, Europe and Asia. Jurors evaluated seven innovation factors during the evaluation process. These factors included: clean production; effective recovery; community/social benefit; enhanced performance; cost effective economics; responsible sourcing; and resource and energy optimization.

The DuPont Awards for Packaging Innovation is the industry’s longest running, independently judged global awards program honoring packaging materials, processes, technology and service innovations. The 20<sup>th</sup> DuPont Awards’ special focus rests on recognizing innovations that demonstrate breakthrough achievements in sustainability.

DuPont - one of the first companies to publicly establish environmental goals 18 years ago - has broadened its sustainability commitments beyond internal footprint reduction to include market-driven targets for both revenue and research and development investment. The goals are tied directly to business growth, specifically to the development of safer and environmentally improved new products for key global markets.

For more information about DuPont Packaging and the Awards competition, please visit: [www.packaging.dupont.com](http://www.packaging.dupont.com).

### **About Earthcycle**

Earthcycle has used the design brilliance of nature to develop innovative sustainable packaging made from a renewable resource, called palm fiber, which composts in less than 90 days, turning into a healthy contribution to the soil.

Since its inception in November 2005, Earthcycle’s durable packaging has proven to be an innovative and eco-friendly way of reducing the ever-growing packaging crisis that is the chief contributor to North America’s mounting waste problem.

Earthcycle’s packaging is currently available in select Wal-Mart, Whole Foods, Safeway, Publix, Loblaw’s, and Trader Joe’s, among others.

In October 2007, Earthcycle and the Oppenheimer Group were named the winners of the inaugural Impact Award for Sustainability by the Produce Marketing Association (PMA), which bestowed its first annual Impact Award for Excellence in Produce

Packaging at the PMA Fresh Summit International Convention and Exposition.  
In March 2007, Earthcycle was also named the winner of the Award for Technology Innovation and Application at the GLOBE awards, part of the EECO 2007 Environment & Energy Conference.

Learn more, visit: [www.earthcycle.com](http://www.earthcycle.com)

**About Innovia Films**

Innovia Films Ltd. is a major producer of Biaxially Oriented Polypropylene (BOPP) and cellulose (Cellophane(tm)) films with production sites in the UK (based at Wigton in Cumbria), USA, Belgium and Australia.

It holds a leading global position in the markets for labels and security films, coated packaging, overwrap and biodegradable and compostable films under the brand-name NatureFlex(tm), employing some 1,400 people worldwide (900 staff are based at Wigton in Cumbria).

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