Biodegradable Margarine Pack in Brazil

Brazilian IraPlast Ltd., based in Iracemápolis, São Paulo, Brazil, has been the exclusive Cereplast representative for biodegradable resin in Brazil since 2006. Cereplast's biodegradable resins are based on PLA supplied by Nature Works.

One example of a packaging application made from the Cereplast grade TH-01-A is a margarine pack for a product called Cyclus - Nutrycell. The customer, Bunge Foods, is the first company in Brazil to introduce biodegradable packaging.

The thermoformed containers are produced by Poly-Vac, a company belonging to a consortium of packaging manufactures working for Bunge Brazil. In this initial project the distribution will be local in the states of Rio Grande do Sul, Santa Catarina and Paraná, but later the whole Brazilian territory will be covered.

Bunge Foods created the Cyclus margarine line based on the concept that the human body is formed of hundreds of millions of cells that should be taken care in an appropriate way by the consumption of nutrients and other bioelements.

An environmentally-friendly pack that comes from renewable resources and is compostable after use, reflects the concept of the margarine line, namely to adopt a varied diet and a healthy lifestyle.

After their initial experience Bunge Foods intends to carry these packing concepts over to others product lines.

www.iraplast.com
www.saudecyclus.com.br

Södra launches Parupu – a chair for kids

Södra from Växjö, Sweden has developed a chair made from pulp in collaboration with design and architect firm Claesson Koivisto Rune. The chair is designed for children. It is durable and waterproof, despite having the look and feel of ordinary paper. It is recyclable, environmentally-friendly, stackable, colourful, and made for fun and games.

The team's objective from the start was to make something that felt like paper but with the durability normally associated with materials such as steel, wood or hard plastic.

The architect and design firm had long wanted to make a chair from paper. Together with Södra and research company STFI Packforsk, Claesson Koivisto Rune experimented and tested the suitability of the material for use in a tough and practical chair for children. The chair has been named Parupu after the Japanese word for pulp.

The material is a speciality pulp from Södra Cell combined with PLA which makes it an eco-friendly, recyclable material that can replace conventional plastic. The chair can be wiped clean, and is designed to last a childhood, withstanding a lot of play.

The chair's base material, which can be moulded and could potentially replace plastic in a number of applications, has been named DuraPulp. DuraPulp has the look and feel of paper. But a couple of millimetres in thickness is enough to support the weight of a person. It can be left outdoors for several years without degrading.

www.sodra.com