

SYMPHONY'S 'OXO-BIO' BREAD WRAPPERS CHOSEN FOR ONE OF THE COUNTRY'S LEADING BAKERIES

One of the UK's oldest established bakeries has switched to using Symphony Environmental's oxo-biodegradable plastic to wrap its new quality bread range.

Frank Roberts & Sons, founded in 1887, have specified Symphony's d₂w oxo-biodegradable additive to use in the plastic manufactured to wrap their Premium Range of seeded farmhouse and white farmhouse loaves. Around xx million Premium Range loaves are likely to be sold each year.

The company, based in Northwich, Cheshire, currently bakes around 2 million loaves, rolls and 'morning' goods every week, supplying Cheshire, Staffordshire, North Wales and the Midlands. It is also a market leader in the catering loaf sector, both in the UK and abroad.

When Symphony's oxo-biodegradable additive, d₂w, is added to most ordinary plastics, it will make them degrade completely to a pre-set time span, either on land or in water, from as little as six months onwards.

Oxo-bio plastic is becoming increasingly popular, especially in eco-sensitive communities, as it will degrade on its own, automatically, even if dropped as litter. In addition, it is completely free of methane, even when buried in a landfill. It can also be recycled. Both of these points have become of major concern to environmentalists.

"We chose Symphony's oxo-biodegradable additive to add to our normal plastic wrapping as we liked the way they would degrade completely after a pre-programmed period of time. This is well in accord with our own environmental policy" says

"In addition, we were impressed by the fact that it can break down and disappear up to 25 times faster than normal plastic, though not before our customers have finished using the bag. We also liked the fact that it can be recycled."

Symphony Environmental is one of the world's leading specialists in degradable plastics technology. Its oxo-biodegradable additive, d₂w, is used in over 50 countries including the UK. Last year, enough was sold to make over 5 billion plastic products.

For further details, go to www.d2w.net or www.biodeg.org/recycling.htm



FOR FURTHER INFORMATION CONTACT

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