

## PRESS RELEASE

### Packaging made from renewable raw materials turn cosmetic brands into innovation leaders

FKuR Kunststoff GmbH  
Siemensring 79  
47877 Willich, Germany

Press contact:  
Annette Schuster  
Telefon: +49 (0) 2154 /92 51-20  
Telefax: +49 (0) 2154 /92 51-51  
E-Mail: [marketing@fkur.com](mailto:marketing@fkur.com)  
Internet: [www.fkur.com](http://www.fkur.com)

FKuR Plastics Corp.  
United States of America

Press Contact:  
Kim Johnson  
Phone: +1 512 986 8478  
Fax: +1 512 986 5346  
E-Mail: [kim.johnson@usa.fkur.com](mailto:kim.johnson@usa.fkur.com)  
Website: [www.fkur.com](http://www.fkur.com)



*At the Cosmetic Business 2018 the Bioplastics specialist, FKuR, will be presenting solutions for the production and marketing of packaging made from renewable resources for cosmetics products.*

*Photo © FKuR*

Willich / Germany, March 2018 – FKuR Kunststoff GmbH will be presenting its portfolio of biobased and biodegradable plastics for the production of bottles, tubes and jars as well as for films and blisters at Cosmetic Business, Booth E02 in Hall 3, Munich on June 6 and 7. In addition, FKuR will be explaining how a holistically sustainable concept can be implemented with bioplastics.



FKuR Kunststoff GmbH  
Siemensring 79  
47877 Willich, Germany

Press contact:  
Annette Schuster  
Telefon: +49 (0) 2154 /92 51-20  
Telefax: +49 (0) 2154 /92 51-51  
E-Mail: [marketing@fkur.com](mailto:marketing@fkur.com)  
Internet: [www.fkur.com](http://www.fkur.com)

## PRESS RELEASE

### Packaging with a visible sustainable message

According to Patrick Zimmermann, Director Marketing & Sales at FKUR: "Due to an increased environmental awareness, consumers are now gathering more detailed information on the ingredients and the packaging of a product. Aspects such as sustainability, waste reduction and recyclability influence purchasing decisions. Companies, in turn, anchor sustainability in their strategy and development of products that contain renewable or organically grown raw materials. They also want to use suitable packaging."

Cosmetic manufacturers can substantiate their holistic concept with a packaging made of bioplastics and communicate it clearly to the consumer. Dependent upon factors such as design, disposal route and recyclability, the appropriate biobased and / or biodegradable plastic is selected. Third party institutions test and measure the biobased content of the packaging, which is shown by authorized seals on the packaging. Cosmetic manufacturers benefit from the clear labeling because it visibly distinguishes their packaging from the competition and consumers can easily identify the products.

### Proven features, easy processing

FKuR's portfolio offers alternative biobased and bioplastic solutions for packaging. These solutions include plastics from renewable raw materials that are either recyclable or biodegradable. Plastics derived from renewable raw materials include Braskem's biobased polyethylene (PE) I'm green™, Fenc's Bio PET (polyethylene terephthalate) Eastlon and the partially biobased polypropylene compound Terralene® PP. These bioplastics do not differ in their technical performance nor processing in comparison to petroleum-based plastics and are versatile in use, e. g. for film extrusion with subsequent thermoforming applications or for the production of injection molded articles, even with complex shapes.



FKuR Kunststoff GmbH  
Siemensring 79  
47877 Willich, Germany

Press contact:  
Annette Schuster  
Telefon: +49 (0) 2154 /92 51-20  
Telefax: +49 (0) 2154 /92 51-51  
E-Mail: [marketing@fkur.com](mailto:marketing@fkur.com)  
Internet: [www.fkur.com](http://www.fkur.com)

## PRESS RELEASE

Bio-Flex® and Biograde® are biodegradable plastics made from renewable raw materials that can be processed on standard production lines. The natural basis of Bio-Flex® is e.g. corn, sugar cane or castor oil. Biograde® is manufactured on the basis of cellulose. Packaging made from Bio-Flex® and Biograde® stand out due to their valuable haptics and offer an innovative and complete packaging concept for cosmetic brands.

### **About FKUR:**

*The FKUR group is a medium-sized, privately held group of companies focusing on the development, production and marketing of high-quality special compounds and the distribution of plastic specialties.*

*The group currently includes FKUR Kunststoff GmbH, one of the leading suppliers of bioplastics compounds for flexible packaging solutions and engineering applications, and FKUR Polymers GmbH, specializing in the development and production of TPE and PP / PE compounds.*

*The product portfolio of the FKUR group comprises the FKUR Kunststoff GmbH product groups marketed as Bio-Flex®, Biograde®, Fibrolon®, Terralene®, Terraprene® as well as the FKUR Polymers brands Macoprene®, Macolen® PE and Macolen® PP.*

*The distribution business comprises the biobased PE I'm green™ of Braskem, the biobased PET Eastlon of the FENC group, and the biobased PA VESTAMID® Terra of Evonik.*

Further information: [www.fkur.com](http://www.fkur.com) and [www.fkur-polymers.com](http://www.fkur-polymers.com)

### **Please send voucher copies to:**

Konsens PR GmbH, Ursula Herrmann  
Hans-Kudlich-Str. 25  
D-64823 Groß-Umstadt  
[mail@konsens.de](mailto:mail@konsens.de)