

## **Versatile Protection meets Starch-Based Packaging**

RENATURE® Wrap

**With its RENATURE® Wrap product, Storopack is launching new eco-friendly, plant-based protective packaging**

**Metzingen, November 2024.** Storopack now has another innovation in its range of sustainable packaging: RENATURE® Wrap is made from starch and therefore represents a sustainable alternative to traditional bubble wrapping and foam made from polyethylene. The protective packaging is completely biodegradable and certified by TÜV Austria for home composting. Currently, the starch is obtained almost exclusively from yellow peas, which are a by-product of crop rotation in agriculture. This means that no food production is affected by the extraction of this raw material for RENATURE® Wrap.

The starch-based solution is also dust-free and easy to handle. The protective packaging can be used for any protective applications, including product wrapping and cushioning, as well as surface protection for especially sensitive goods. Items are thus reliably protected from shocks, scratches, and damage during transport. RENATURE® Wrap is now available in Germany. Other countries will follow as well as soon as possible.

### **Innovative and User-Friendly**

“Our primary focus is to offer our customers protective packaging that is both sustainable and easy to use. In addition to outstanding packaging characteristics, RENATURE® Wrap also boasts especially user-friendly material handling,” explains Charles Poisson, Director Group Sustainability and R&D Molding Europe at Storopack. RENATURE® Wrap comes premade and fan folded, which simplifies both storage and access directly at the packing station. The pads can be easily separated at the fold and then used as individual sheets. Thanks to the properties of the starch raw material, the cushions can also easily be glued to each other with just a little moisture. No additional adhesive is required, which means even less resource consumption and additional cost savings on packaging.



RENATURE® Wrap offers reliable product protection for all protective packaging applications. **Image: Storopack**

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#### **About Storopack**

Founded as Johannes Reichenecker leather tannery in 1874, since 1959 Storopack Hans Reichenecker GmbH based in Metzingen, Germany, is a specialist for protective packaging. The globally active company produces and supplies made-to-measure and flexible protective packaging for various industries. Storopack is present with own production locations and branch offices in Europe, North America, South America, Asia and Australia. 2,300 employees work for Storopack worldwide. In the year 2023 Storopack generated sales of 603 million Euros.

Storopack products are available in more than 60 countries. Further information on [www.storopack.com](http://www.storopack.com)

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