Case Study

Growie Plant Seed Blisters

R&D Partner
Freitec Kunststoffe GmbH
www.growie.com

Background
Growie® had the idea of using a compostable carrier system for germinating plant seeds as advertising medium.

Types of products
Custom-made advertising product - plant seeds packaged in a compostable blister as a marketing medium. Used in direct marketing campaigns.

Technical challenges
Meet key requirements
- compostable blister packaging
- efficient conversion
- ability for customisation
- high resolution printing.

Why Plantic?
The Growie concept is very much linked to environmental messages. The following additional attributes make Plantic an ideal packaging material for the Growie application:
- derived from renewable resources
- compostable to European standards (EN13432)
- Plantic’s track record in thermoforming.

Status
First large scale product launched, ready for business growth

Potential market / benefits
- Direct marketing, environmental messages, holistic approach, all are growing markets
- Extending application portfolio from seed blister packaging to other applications will offer solid growth.

Herzlichen Dank

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