

Growie Plant Seed Blisters



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R&D Partner

Freitec Kunststoffe GmbH
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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.

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