



## **/ MEDIA RELEASE**

### **ARCHROMA LAUNCHES APPRETAN® NTR BARRIER SOLUTIONS FOR FOOD PACKAGING BASED ON A RENEWABLE NATURAL INGREDIENT COMPONENT**

**Pratteln, Switzerland, 4 October 2022** - Archroma, a global leader in specialty chemicals towards sustainable solutions, today announced that its ground-breaking Appretan® NTR range based on 30% renewable raw material can now be applied to impart barrier properties to selected types of food packaging.

Consumers are increasingly frowning upon being served their favorite street foods or fast foods in polystyrene or plastic based boxes and wrappings. Paper-based packaging can offer a much more sustainable alternative if they are not lined with a plastic film which can make them unsuitable for recycling and composting. The solution is to carefully select paper coatings and barriers solutions which are fit for purpose and that are designed to make food packaging both safe for food contact and more recyclable.

Archroma is well known for its innovations and sustainable solution systems aimed at helping packaging & paper manufacturers to optimize productivity and/or create value in their markets. Just a few months ago the company launched Cartaseal® VWAF, a PFC-free and ammonia-free\* barrier for odorless paper-based food packaging, as well as in 2019, a ground-breaking binder, Appretan® NTR, made with 30% active content based on natural, renewable raw materials, designed for use in nonwoven articles such as tea bags and coffee filters.

In line with the principles of “The Archroma Way to a Sustainable World: Safe, efficient, enhanced, it’s our nature”, the paper & packaging R&D experts of Archroma decided to explore the properties of Appretan® NTR for paper-based packaging applications.

They investigated a new specific application aimed at providing a more sustainable barrier option for general food packaging used with a short contact time, such as burger or sandwich paper wraps.

The Appretan® NTR range is made with over 30% renewable raw material component, allowing the reduced use of fossil fuel based resources without compromising on the needed performance of water, oil and grease resistance. It is a more sustainably responsible option for packaging manufacturers and food retailers willing to help tackle the impacts of our food consumption habits.

The Appretan® NTR range is therefore at the core of NATURE BITES, a barrier system just launched by Archroma. In this new system, Appretan® NTR can be combined with Cartacoat® primers suitable for food contact that will seal the paper surface for further increased performance.

*“Consumers are increasingly questioning how products are made, and expecting them to be harmless for themselves and their loved ones, and the planet”, comments **Andy Bell**, Head of Competence Center Paper Chemicals, who adds: “That is why it is critical that major food and beverage brands and retailers have a close look at their packaging supplier, and ensure that they work only with leaders in sustainable innovations such as Archroma. Appretan® NTR and the NATURE BITES system illustrate once again the commitment of Archroma to drive sustainable innovation in everything we do. Because it’s our nature.”*



Archroma launches Appretan® NTR barrier solutions for food packaging based on a renewable natural ingredient component. (Photo: Archroma)

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## **/ About Archroma**

Archroma is a global, diversified provider of specialty chemicals serving the branded and performance textiles, packaging and paper, and coatings, adhesives and sealants markets. Headquartered in Pratteln, Switzerland, Archroma operates in over 100 countries, with 2,800 employees located in 31 countries and with 24 production sites.

Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to the principles of "The Archroma Way to a Sustainable World: Safe, Efficient, Enhanced. It's our nature!"; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency.

[www.archroma.com](http://www.archroma.com).

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