



Active and biodegradable multilayer structure for dehydrated or dried food packaging applications

Acronym: BIOACTIVELAYER

WP 6. Dissemination and Exploitation

Deliverable 6.2 Press Release

Project funded by the European Commission within the Seventh Framework Programme		
Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. Introduction

This press release presents the background, the objectives and motivation of the project, as well as our partners and their contribution being described. It is focused on the environmental point of view and the benefits for industry, highlighting the use of bio-based materials as a promising alternative in the packaging industry to reduce the environmental impact and the use of non-renewable resources.

The objective of this deliverable is to define a general strategy for creating and publishing press releases; as well as to report on the outcome of the initial press release, including those identified up to this moment related to the Project. The press release will gain valuable recognition for the project on an industrial level, prompting the interest of industry representatives who will follow the progression of the project over the coming months.

This press release will be distributed by all partners to all press contacts locally as well as translated to local languages, where required. All the partners of BIOACTIVELAYER project have allowed the publication of this press release.

2. Dissemination

The press release has been sent and distributed in two channels:

- **General, business and specialized media:** press release in English and other languages were prepared to disseminate the information the widest as possible, and also to be more effective and facilitate the publication media. The table below presents the journals/magazines which have had access to the BioActiveLayer press release.

All Media outlets				
Convenience Store	Food Management Today	Foodworker	Lunch Business	The Food & Drink Innovation Network
FMCG	Food Manufacture	FSM	Food Management Today	The Grocer
FMCG News	Food Packaging Bulletin	fr	New Scientist	The Grocer Online
Food & Beverage	Food Processing	Health Food Business	Organic & Natural Business	The Health Store Magazine
Food & Beverage International (UK)	Food Processing Technology	Ingenia	Packaging & Converting Intelligence	The Journal of Industry and Technology
Food & Drink International	Food Science and Technology Journal	Independent Retail News	Packaging Europe	Worldwide Food and Drink News Online
Food & Drink News	Foodbev.com	Packaging Europe	Packaging Gazette	
Food & Drink Technology	Food & Beverage International (UK)	Innovations in Food Technology	Packaging News	
FOOD AND DRINK NETWORK UK	foodmanufacture.co.uk	Innovations in Processing and Packaging	Packaging Scotland	
Food Business Review	FOODNEWS	International Bottler and Packer	Packaging Technology and Science	
Food Chain	Foodservice Footprint	New Nutrition Business	Packaging Today	

- **Project's website:** Press Releases are also available in project website resuming project information. It can be found through the following link: www.bioactivelayer.eu .

3. Press Release

ACTIVE AND BIODEGRADABLE MULTILAYER STRUCTURE FOR DEHYDRATED OR DRIED FOOD PACKAGING APPLICATIONS – BIOACTIVELAYER

An exciting new packaging development project has commenced, seeking the creation of a biodegradable, multi-layered packaging for dried food applications. The project is being led by Hatzopoulos S.A, a Greece based SME in the field of flexible packaging. This new collaborative project has been supported by €1.2 million of funding from the EU's Seventh Framework Programme.

The bio-based alternative to the current solutions available for Modified Atmosphere Packaging (MAP) will provide a cost-effective and fully recyclable solution to the dried food industry. The commercial drive for such a product is provided by the growing global demand for dried foods. Dried food has many advantages such as cheaper transportation costs, longer storage life and ease of use. The tailor-made BioActiveLayer material will also maintain product quality and assure food safety, providing a shelf-life of up to 24 months.

The BioActiveLayer project plans to enhance the novel paper-based, bio-degradable, multi-layer structure by increasing the paper moisture barrier (by applying blends of waxes and resins). The main moisture barrier improvement will rely on a composite based in PHA. Currently PHA lacks the barrier required for MAP applications; therefore, composites with mineral fillers and oxygen barrier materials will be developed to obtain a moisture barrier layer.

Dr Lefteris Tourasanidis, Project Coordinator within Hatzopoulos S.A, said: “Dried food is forecasted to rapidly grow in popularity, possibly due to its ability to be transported cheaply, its longer storage life, and ease of consumption. Another area of concern is the similar rise in associated waste levels.”

“A 5% substitution of the materials used in existing MAP applications would reduce the 300,000 tons of non-renewable plastic packaging that is currently being disposed of across Europe. Our aim is to successfully introduce a completely renewable and biodegradable packaging solution that will maintain freshness and cut such high levels of packaging waste.”

The BioActiveLayer consortium commenced their work on 1st September 2013. This project carries a multinational representation and will continue for 2 years. The partners involved are A. *Hatzopoulos S.A.* (Flexible Packaging), *Nuevas Tecnicas de Coloracion SL* (Chemical Compounding), *Skymark Packaging International Limited* (Packaging Films), *Belourthe S.A.* (Producer of Baby Food Cereals), *Plusfresc* (Spanish Supermarket Chain), *Instituto Tecnológico del Embalaje, Transporte y Logística*, *Wageningen University* and the *UK Materials Research Institute*.

For further information regarding the project, please visit the website:
<http://www.bioactivelayer.eu>