

Case study: Honeyrose Bakery



The use of biodegradable packaging is becoming more widespread every day, but when Honeyrose Bakery Ltd - a wholesale organic bakery based in London which supplies customers ranging from independent delis, cafés and tearooms across the UK to the likes of Ocado, Harrods and Planet Organic - switched to biodegradable film for all its pre-packed products in February last year the company was definitely ahead of its time. And it made the switch not to impress customers but because, as marketing director Adrian Apodaca says, "we thought it was the right thing to do. It tied in with the whole company philosophy. We were buying a lot of film wrapping and we just thought, wouldn't it be great if we could do something good with it?"

It is only now, nearly two years down the line, that Honeyrose is beginning to go public with its green ways, telling its customers and considering making mention of the biodegradability of the film wrap on the products themselves - along with information about the registered charity it set up and donates 5% of its profits to - the Yellow Flower Foundation (so far Honeyrose has built a school for 150 kids in the Philippines and donated a peanut sheller to peanut farmers in Malawi).

The switch to biodegradable film meant a 100% increase in cost from the previous film the company was using but Honeyrose chose to absorb the increase in-house, and is now taking close to 4% of the entire output of the film manufacturer - using it to pre-pack its award winning range of grab-and-go treats such as brownies, cookies and cereal bars.



TOP RIGHT
New Dual hot cup
from Kavis
RIGHT
New PortaBag from
Bunzl Catering Supplies



coming on-stream almost every day. Tri-Star, for example, has designed and developed what it claims is the first ever biodegradable and biocompostable PLA base web sandwich pack for The Sandwich Factory, one of the largest sandwich suppliers in the UK making and supplying around 100,000 sandwiches a day to blue chip companies, major retailers, foodservice outlets and public transport providers.

Jonathan Brooks at The Sandwich Factory says: "We have been working hard over the last 12 months to develop this environmentally friendly packaging solution with Tri-Star and are delighted with the outcome. Not only is PLA biodegradable, but more importantly to us, it is produced from sustainable sources which meet our strict company policy guidelines for the environment."

Bunzl Catering Supplies, a division of Bunzl HoReCa, has recently launched a range of 100% biodegradable cold food packaging including sandwich wedges, baguette boxes and salad boxes which are all ideal for custom printing. The company has a specialist print department to take its customers' ideas and create a range of products to aid the development of their own brands.

Sustainable

And it's not just product packaging which is getting the ethical treatment nowadays. Wholefood supplier Essential Trading has come up with a Compostable Carrier Bag which composts in three months. The new bags - sold in packs of one →

