
Honeyrose Bakery's Natural Choice 06/05/2009

Honeyrose, the London-based manufacturer of premium bakery goods, has continued to grow its business supplying high profile customers including Waitrose, Harrods, Chelsea Football Club and the House of Commons with tasty cakes, muffins and cookies.

Certified by the Organic Food Federation, they needed suitable packaging for their expanding range of products and on recommendation they turned to Yorkshire packaging specialists National Flexible who had just the solution they were looking for.

"National Flexible suggested that we use their *SuperEco* flow-wrap film which looks exactly the same as standard film, but unlike normal plastics has the extra benefit of breaking down into organic matter after disposal," said Lise Madsen – Honeyrose's Managing Director. "The impact our packaging has on the environment is important to us and our customers. Our company policy is to only use biodegradable packaging and National Flexible's *SuperEco* film fitted the criteria perfectly," she continued.

National Flexible have now established *Natural Flexible* – a separate division of their company set up to meet the demands of their customers who are looking for packaging films which meet the criteria of environmentally-friendly, biodegradable, compostable, recyclable or sustainable.

