

First Silphie-packaging at Kaufland

With OutNature, PreZero brings sustainable packaging based on the silphium plant onto the market.

Neckarsulm, February 19, 2021. With OutNature, PreZero is developing new and sustainable fiber and paper products for packaging solutions in trade and industry. Following a successful pilot phase, the new packaging based on the silphium plant will first of all be introduced in the Fruit & Vegetable department in Kaufland stores.

"OutNature's sustainable concept has us absolutely convinced. The new cup plant packaging strengthens the identity of our "K-Bio" own-brand", says Jürgen Schartschinski Head of Purchasing Fruit & Vegetable at Kaufland. Vegetables including cress, white and brown mushrooms, and tomatoes from the Kaufland "K-Bio" own brand will be the first to be offered in the innovative packaging.

The Silphie-paper can be used in a multitude of paper applications. The focus is on packaging applications, particularly those which come into direct contact with food. Dietmar Böhm, COO PreZero, adds: "The launch of our silphium plant packaging at Kaufland is an outstanding starting point for OutNature's market entry and will enable us to impress other customers with our innovative packaging solutions in future. With OutNature, we are unlocking a completely new source of raw materials and we will continue to forge new paths."

OutNature received the German Packaging Award in the "New Material" category at the end of 2020 for the novel idea of manufacturing sustainable packaging from silphium plant fibers. At the start of 2021, this was followed by the World Packaging Organisation's (WPO) WorldStar Awards in the "Packaging Materials & Components" category.

What makes the idea so special is that the silphium plant is an energy crop that has previously been exclusively used to produce biogas. OutNature uses a biothermal method to separate the plant fibers before bioenergy generation and enables its use as a new raw material produced in Germany. Besides replacing paper and cardboard packaging, silphium plant products will also be tested as an alternative to conventional plastic packaging in future. With OutNature, PreZero is making an important contribution to REset Plastic, the Schwarz Group's plastic strategy.

Here you can find more information about [OutNature](#). More information about PreZero can be found at our [press portal](#).

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Caption 1: Besides its use as an energy crop for producing biogas, the silphia plant can also be used to produce packaging.

Caption 2: With OutNature, PreZero is developing new and sustainable fiber and paper products for diverse packaging solutions in trade and industry.

Caption 3: The first silphia plant packaging will be introduced in stores at Kaufland and used for the "K-Bio" own brand.

Caption 4: The Kaufland "K-Bio" own-brand will be introducing the innovative silphia-packaging for vegetables including cress, white and brown mushrooms as well as tomatoes.

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