

BioTAK™

the completely biodegradable label



BERKSHIRE
LABELS LTD

newsletter — issue 2, June 2007

Since our last newsletter **Berkshire Labels** has continued to make positive contributions to the UK's environmental performance. Our exclusive **BioTAK™** range continues to be utilised in many new biodegradable projects including international projects, and is now entering the final stages of **EN13432** testing.

You may recall from our December newsletter our **BioTAK™** range of self adhesive labels achieved outstanding results during the biodegradation process. **EN13432** requires **90%** biodegradation within **45 days**, **BioTAK™** exceeded this in only **31 days**.

Since then the **BioTAK™** range has undergone disintegration tests with a very positive **83%** disintegration achieved. We have commissioned additional testing on the inks as the results do show a slight interference in the biodegradation and disintegration process. We are therefore submitting further samples with reduced ink coverage to overcome this issue.

We are passionate about offering the total certified solution inclusive of the inks and with the additional testing are on course to have the **EN13432** certification in the next coming months.

The Green Label Company...



We are also extremely proud to be on schedule to achieve the **ISO140001** environmental accreditation by the end of July and additionally we have been recognised by **Greenpeace** and **Friends of the Earth** as one of the most environmentally friendly printers in the UK.

We have been included on their recently launched website: www.ppe.uk.net which features print companies that have been recognised for their proactive contribution to helping our environment.

According to the website, there are at least **10,000** printers in the UK; only **100** of which have been recognised as having heavily invested in reducing their environmental impact, **Berkshire Labels** are the only label printer listed. **PPE** is also sponsored by the **BPIF** and the **Soil Association**.

As we work towards the **FSC** and **PEFC** chain of custody, **EN13432** certification and **ISO140001** we have established ourselves throughout the industry as **The Green Label Company**.

For more information visit www.thegreenlabelcompany.co.uk

BioTAK™ is the UK's first 100% biodegradable label made from renewable and replenishable resources, incorporating a completely biodegradable adhesive and face material



rude health

move to **BioTAK™**

As more and more companies become environmentally conscious, our **BioTAK™** range has increased in demand both within the UK and further afield. New areas of interest include USA, New Zealand, South Africa and the Caribbean.

One such environmentally conscious company is **rude health**, who not only recognise the benefits of good food but also the importance of sustainable packaging. **Berkshire Labels** are delighted that **rude health** has chosen **BioTAK™** to compliment their environmentally conscious and healthy product range.

Nick Barnard, Sales Director of **rude health** explained:

“**rude health** produce a very high quality range of products and we wanted to work with a supplier who is able to offer us a completely sustainable label with excellent print quality, colour consistency and high levels of service.

With **Berkshire Labels** we have found all these qualities with the added benefit of **BioTAK™** which is biodegradable and compostable. We are really pleased to be working with a company that is committed to minimising their impact on the environment.”



rude health Organic Foods was set up to make breakfast cereals that are delicious and nutritious. This means that everything **rude health** make has to be wholesome, tasty and nutritious organic food, sourced from sustainable, and preferably local, suppliers. One of their aims when setting up the business was to source environmentally friendly packaging.

rude health believe in looking after the environment as much as looking after ourselves.

The mueslis and porridges are sold in brown paper bags with a white paper **BioTAK™** label which can be either recycled or composted.

rude health is approved by the **Soil Association**, another customer of **BioTAK™**, and can be purchased at **J Sainsbury's** and **Tesco**, plus many other health food stores in the UK.

Did you know?

- Metallic inks contain high levels of heavy metals which are hazardous to the environment *
- Recycled paper is not always best. Recycled papers contain an unknown percentage of heavy metals, which may not conform to **EN13432**, that's why **BioTAK™** uses virgin pulp paper from recognised sources (**PEFC/FSC**)*
- High levels of ink coverage, that is areas of solid colour, especially dark colours, may render a product non-recyclable as it will be difficult to de-ink*

- Laminated or UV Varnish products cannot be recycled*

*sources: twig.co.uk

Berkshire Labels Ltd.,
Swangate,
Charnham Park,
Hungerford,
Berkshire,
RG17 0YX
www.berkshirelabels.co.uk

If you would like any further information on our Biotak labels please do not hesitate to contact our green minded staff on 01488 683628.

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