



Taghleef Industries S.p.A.

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FOR IMMEDIATE RELEASE

**NATIVIA® Partners with Italian Supermarket Chain U2
in its campaign “Against Waste”
with 100% Biodegradable and Compostable Bread bags**

San Giorgio di Nogaro, Italy -10th May 2016.

In line with their commitment to protect the environment, U2 a large Italian supermarket chain, has fitted out its bakery points of sale with 100% biodegradable and compostable bags made of paper and a transparent bioplastic window made of NATIVIA® film.

These biodegradable bags are the latter action from U2 supermarkets against waste. Their mission is to encourage consumers to reduce waste, reuse and recycle the bag. Available in more than 100 supermarkets, leaflets and panels will inform and explain to customers the easy steps to follow: first to put the fresh bread in the bag and then re-use it as a biodegradable bag for the organic waste disposal (provided that the price tag is removed as it is not compostable).

NATIVIA® is a biobased range of films made of PLA (Poly-Lactic-Acid) a bioplastic produced from renewable sources like corn, starch or sugar. A truly sustainable bio-based film that can offer various end of life options : incineration, recycling and composting. The new bread bags of U2 supermarkets can be used as a container for the organic waste that ends up in the industrial composting facilities. In addition, NATIVIA® can be recycled within the paper recycling stream.

The attention given to environmental protection has become an integral part of U2 supermarkets' policy by promoting sustainable solutions and initiatives that can influence



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consumer's behaviours, attitudes and lifestyles. With the introduction of bread bags made of paper and 100% biodegradable and compostable PLA, U2 accomplishes, together with the customer, a step further towards waste reduction. As their motto says: "It's stupid to waste, It's good to discover it".

Taghleef Industries (*Ti*) is proud to provide the marketplace with a sustainable material that is comparable to the traditional ones by its quality and feature. NATIVIA® represents a remarkable contribution to improving sustainability of modern packaging. *Ti* position itself as one of the value-chain partners and the use of such packaging material supports the work of companies that take an integrated approach: economical, environmental and social.

The new bread bags are made by Turconi SpA and they are certified for industrial composting by Vinçotte (certificate code S565).

Taghleef Industries with the brand NATIVIA® will team up with U2 Supermarkets in the "against waste" campaign for a period of a year.

- Ends -

About Taghleef Industries (Ti)

Headquartered in Dubai, Ti is the leading, customer focused, supplier of films solutions to a global market place. With a manufacturing footprint in 9 countries on 5 continents, Ti produces 410,000MT of specialized and multi-purpose films for the food packaging, labels, industrial and graphic arts applications. Film types include OPP, CPP, and PLA films. Ti strives for product performance through R&D and innovations to create constant added value for its customers and stakeholders by delivering the highest levels of performance, quality and service with a diverse range of products. Ti is the brand owner of Titanium™, NATIVIA® , EXTENDO® , DERPROSA™, SynDECOR™ and VISION® trademarks. www.ti-films.com. www.nativia.com



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About Unes

*Established in 1967 in Milan, Unes, was born out of an entrepreneurial spirit and bought by Finiper Group in 2002. Today it has a presence in Lombardy, Piedmont and Emilia Romagna with more than 190 point of sales between direct and franchising. The Group works with 3 main supermarket names which correspond to three different sales formula: **U! Come tu mi vuoi** – supermarkets that provide services and fresh produces, with special promotional offers on a fortnightly basis. **U2 Supermercato** – which, thanks to its commercial claim "Every day low price", combine quality of the Unes supermarkets with an affordable price policy **Qui c'è** - small grocery shops. In all three supermarkets 4 Unes Private Label lines are present "U! Confronta e Risparmia, EcoU, il Viaggiator Goloso, top di gamma, e il Viaggiator Goloso Bio". For four consecutive years (2011 – 2012 – 2013 - 2014) U2 proved to be the most convenient supermarket in Italy. The Group counts 2,600 employees and has closed the fiscal year 2015 with a turnover of 923 million euro, with an increase of the sales volume of 85% since 2005. Mario Gasbarrino is the Managing Director of Unes Supermercati.*

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