

FOR IMMEDIATE RELEASE

NORDENIA - Pioneer in Implementing the Nor[®]Cell Technology

Greven, Germany, May 31, 2012 – Nor[®]Cell – the innovative, sustainable and resourceful way of packaging. NORDENIA is the first packaging company to successfully implement the Nor[®]Cell technology in flexible packaging. The multinational film manufacturer and converter is therefore meeting the demands of the growing importance of the topic of sustainability and resource conservation.

The highlight of the Nor[®]Cell technology: the weight of flexible packaging is greatly reduced using a physical, controlled foaming process without reducing the film thickness. This "lightweight construction film" weighs up to 40 percent less than conventional film. The material is therefore intelligently and efficiently used.

Surface structures with unique haptics of the film can be achieved through the patented foaming technology. At the same time, packaging made with Nor[®]Cell is characterized by a high puncture resistance, excellent sealing ability and great printability. This therefore meets all of the customer requirements for high quality, flexible product packaging. Another advantage: the reduced packaging weight is also noticeable as a saving for the customer with the transportation costs and also later with the disposal charges.

The technology pioneer NORDENIA is active throughout Europe as an exclusive contact for all matters relating to Nor[®]Cell technology for flexible packaging. In combination with the well-founded expertise of NORDENIA, high quality packaging is currently being produced for the food, pet care, wet wipe, detergent and hygiene.

NORDENIA Worldwide

NORDENIA INTERNATIONAL AG is a multinational manufacturer of flexible packaging, technical films and product components. Core competencies include manufacturing, printing, coating and ½ processing of high-quality films. As a leader in innovation and technology, the NORDENIA Group has an outstanding market position. The products are used in a wide variety of areas, in particular in the endmarkets Hygiene, Converting Fast Moving Consumer Goods (FMCG), Food, Petcare & Garden, Beauty & Healthcare / Detergent & Cleansing Agents and Industrial. NORDENIA employs around 3,000 people worldwide. The shared values serve as the foundation for their activities. With its seven shared values of Flexibility, Global, Independence, Innovation, Partnership, Passion for Excellence and Quality, NORDENIA has a partnership-oriented company culture.

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