



5 September 2019

## **Macfarlane launches 100% plastic-free, biodegradable packaging protection for wine bottles**

Retailers who need to send wine bottles through the post can now do this both safely and in an environmentally friendly way thanks to Flexi-Hex®, an innovative 100% plastic free packaging system being launched today by Macfarlane Packaging, the UK's number one supplier of protective packaging.

Flexi-Hex® made from recycled materials, is biodegradable and is wholly plastic-free. Its design encompasses a concertina style honeycomb sleeve protector that expands to form an impact resistant layer around bottles.

For eCommerce businesses, the pack includes a self-sealing pinch top postal box, which further protects by suspending the contents, preventing movement during transit. It can also be used as gift packaging and can be branded to maximise brand impact.

Commenting on the product launch, **Laurel Granville, Marketing Director for Macfarlane Packaging** said: *"Our customers expect packaging to not only protect their products but also to be environmentally friendly. Flexi-Hex® is a brilliant solution as it is not only 100% plastic free – even the adhesive is water-based – but it's kerbside recyclable too. It is a perfect alternative to the popular polystyrene bottle packs as it protects from damage but is also easy to store and assemble."*

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- Ends -

### **Further enquiries:**

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### **Notes to Editors:**

- Macfarlane Group PLC is listed on the London Stock Exchange (LSE: MACF) in the Industrials Sector
- The company is headquartered in Glasgow, Scotland and has more than 70 years' experience in the UK packaging industry
- The Group's businesses are:
  - **Packaging Distribution**  
Macfarlane Packaging is the leading UK distributor of a comprehensive range of protective packaging products
  - **Manufacturing Operations**  
Macfarlane Packaging Design and Manufacture designs and produces protective packaging for high value, fragile products and Macfarlane Labels designs and prints high quality self-adhesive and resealable labels, principally for FMCG companies
- Macfarlane employs over 925 people at 30 sites, principally in the UK, but also in Ireland and Sweden
- The Group has 20,000+ customers in the UK, Europe and the USA and provides 600,000+ lines to a wide range of industry sectors including: industrial, consumer goods; food manufacturing; logistics; internet retail; mail order; electronics; defence and aerospace