



Mantrose-Haeuser Co., Inc.

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VerdeCoat: The Packaging Future is Here

Westport, CT (July 25, 2019) – Americans discard nearly 33.54 million tons of plastic annually. On average, 2.3 million tons of styrofoam end up in landfills every year in the United States.

Plastics, styrofoam and other non-biodegradable packaging products are on their way to becoming a thing of the past. Many socially conscious companies have already started to phase out these types of products. Those not voluntarily converting to more environmentally friendly products may soon be mandated by law to follow suit.

More than 100 U.S. cities and counties in 11 states have passed local ordinances that restrict or prohibit outright the use of foam containers, utensils and packaging materials.

Mantrose-Haeuser Co. Inc.'s VerdeCoat line of products are developed to provide the Packaging Industry with a new green barrier coating technology to meet this challenge in the market. VerdeCoat products are specially formulated based on different chemistries for different packaging applications. Various VerdeCoat products have been tested by reputable 3rd party labs and passed either ASTM tests for BPI Certification or EN13432 for Vincotte or DIN Certco Certification for compostability. Various VerdeCoat products have been successfully tested for repulpability and recyclability by Western Michigan University.

In addition to being environmentally friendly, VerdeCoat products are designed to be fully approved for direct food contact and provide excellent functional barrier properties. VerdeCoat products are approved for direct food contact by US FDA under 21 CFR 176.170 and 176.180 and comply with BfR XXXVI which is widely accepted in Europe. VerdeCoat products can provide outstanding barrier properties for water, MVTR, and oil/grease resistance.

The VerdeCoat line of products can be applied to a wide range of packaging materials including, but not limited to, flat stock such as paper and paperboard, and 3-D molded fiber or molded starch substrates in the forms of trays/bowls/cups/plates/utensils etc. VerdeCoat can be customized for different application methods, such as spray, rod coater, Flexo or Rotogravure printing press, etc.

Mantrose-Haeuser has been involved with edible coatings technology for over 100 years and develops custom coating solutions for many different types of products and applications. This includes recommending the best way to apply our coatings on your particular substrate and equipment.

About Mantrose-Haeuser Co., Inc.

Located in Westport, CT, Mantrose-Haeuser Co., Inc. has been a world leader in specialty coatings and ingredients for over 100 years. We serve the Confectionery, Food, Baking, Pharmaceutical, Agricultural and Industrial Industries.