



Splash Partners With Natur-Tec To Pioneer New Sustainable Garment Packaging Solution

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DUBAI, United Arab Emirates, Oct. 11, 2018 (GLOBE NEWSWIRE) -- Splash, a prominent fashion retailer in the Middle East and India, and a brand owned by the Landmark Group, has partnered with Natur-Tec, a business unit of Northern Technologies International Corporation ("NTIC") (Nasdaq: NTIC), to pioneer a new sustainable biopolymer-based packaging solution in the Middle East and South Asian region.

The brand's 80 million polybags a year have been replaced with "bioplastics" - a biobased and compostable plastic alternative to conventional plastics. The biobased carbon is helping reduce 298 Tons of carbon dioxide emissions a year. At the end of useful life, these eco-friendly bags are safely and completely digested (biodegraded) by macro- and micro-organisms in natural composting and soil disposal. This approach reduces the carbon footprint of the company's packaging and provides for an environmentally responsible end-of-life through composting. The company's new approach is in line with the Circular Economy model and eliminates leakage into the ocean environment and landfills.

Use of conventional plastics such as polyethylene and polypropylene are facing harsh societal and political criticism due to environmental and waste-disposal concerns. As widely reported in print, electronic, and social media, these non-degradable plastics find their way into the oceans and negatively affect marine eco system and habitats. As a result, demand for certified biodegradable and compostable packaging is expected to become the norm.

"This alliance promises to bring significant benefits to both parties," said Mr. Vineet Dalal, Vice President for NTIC. "Natur-Tec has internationally recognized expertise and patented technologies in the bioplastics space, while Landmark Group is a global leader in the Retail and Hospitality segments with a dominant position globally. The combination of these unique and complementary capabilities, has allowed us to develop an innovative biopolymer-based packaging solution."

About Splash/Landmark Group

Headquartered in Dubai, Splash is the Middle East's largest fast fashion retailer and part of the Landmark Group, one of the biggest retail conglomerates in the Middle East, India and Africa. Founded in 1993 as a single brand store in Sharjah, Splash currently operates over 230 stores across 13 countries. Showcasing popular collections & accessories for men, women and teens, Splash's existing product portfolio includes a uni-brand concept across its stores providing a comfortable and easy shopping environment. Alongside, the brand also houses a gamut of international brands under its portfolio celebrating fashion in its true sense with its tagline 'In Love with Fashion'.

About Northern Technologies International Corporation

Northern Technologies International Corporation develops and markets proprietary environmentally beneficial products and technical services either directly or via a network of subsidiaries, joint ventures, and independent distributors in over 50 countries. NTIC's Natur-Tec® branded products are engineered using proprietary blends of biodegradable polymers and natural materials to create biobased (renewable resource based) and certified compostable plastics. The broad Natur-Tec bioplastics portfolio spans flexible film, foam, rigid injection molded materials, and engineered plastics. By using Natur-Tec products as an alternative to conventional plastics, industry and consumers reduce their carbon footprint and move towards a zero carbon or carbon neutral footprint. It also provides for environmentally responsible and sustainable end-of-life solutions. For more information on Natur-Tec and Northern Technologies International Corporation, visit www.natur-tec.com.

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Source: Northern Technologies International Corporation