



OKANAGAN LAVENDER & HERB FARM | KELOWNA, BC | CANADA

In February 2018, Okanagan Lavender & Herb Farm staff attended a sustainable packaging show in the U.S. We will never forget our disappointment as we entered the trade show area and found it full of companies displaying plastic packaging in its many forms – the most sustainable packaging we saw was glass and we already had a supplier for that. We might have abandoned the show, but went to look at the seminar schedule and noticed one in particular with a panel that was discussing sustainability – this looked promising!

As sometimes happens, the seminars were well worth the trip and the one on sustainability was inspiring. One presenter happened to have a collection of sustainable packaging pieces she had gathered from various companies. We were captivated by the biodegradable wood chip container created by a Finnish company. Returning to Kelowna, we mounted a sustainability campaign, we reviewed everything we were doing and identified areas where improvement was needed.

The first thing we did, was reach out to Finland to see if we might be able to get these containers in Canada. Eleven months later, our Sulapac order arrived at our shop. Working towards this goal, has been an incredible experience, the company has been tremendous to deal with and today we are the first company in North America to present some of our products in the 100% biodegradable and micro-plastic free containers. As a family farm, we very much view ourselves as stewards of the land, and our ultimate goal is to leave this farm in better condition than we found it.

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Replacing Plastic - The Sulapac Story

“The roots of Sulapac® innovation can be found in the Finnish Forest. The founders of Sulapac Oy, Suvi Haimi (PhD) and Laura Kyllönen (PhD), wanted to develop a beautiful and ecological packaging material to reduce the global plastic packaging waste accumulation. After several years of medical research with biomaterials, Sulapac® – a completely new premium packaging innovation made out of wood – was created.

Sulapac® stands out above the plastic packaging with its unique and premium wooden appearance and a message from the Nordic nature. While manufactured only from safe and pure raw materials and without ecologically harmful compounds, Sulapac® is still as efficient and mass-producible material as plastic. Worth mentioning are also the permanent usage of renewable resources and the wood chips from sustainably managed Nordic forests.

From the very beginning Suvi and Laura had the vision and will to create something that would make a difference. So to end up with this remarkable fully biodegradable material, which produces zero waste, was a real dream to come true. As a result, Sulapac® is the first premium eco-packaging material in the world.”

Since we first began our conversations with Sulapac, they have garnered much enthusiasm for their initiative to replace plastic with containers made from renewable resources. Their numerous awards include:

- The best green packaging solution at the LUXE PACK in Green Awards in Monaco 2017
- Sustainable Beauty Awards, Winner of Sustainable Packaging category in Paris 2017
- Global Cleantech Cluster Association (GCCA) Later Stage Award 2017 Top 10 winners
- Green Alley Award 2017
- Baltic Sea Project, 2nd prize 2018
- Scanstar Packaging Competition Winner 2018
- Top-100 Hottest Startups in Europe by Wired UK 2018
- Best startup of Uusimaa region, Finland 2018

Innovation requires significant investment and *“Sulapac has raised funding from several investors including: Lifeline Ventures, Ardent Venture, Eerik Paasikivi, Ilkka Herlin and Saara Kankaanrinta, Planvest, and Mika Ihamuotila. In July 2018, Sulapac received the Horizon 2020 SME instrument grant from the European Union and Business Finland.”*

December 4, 2018 *“Sulapac, a Finnish company listed among the top-100 hottest start-ups in Europe by Wired Magazine, is pleased to announce that the French luxury house Chanel has decided to shoulder its development, thus becoming its first investor coming from the cosmetic industry. Aiming to tackle the accumulation of non-biodegradable plastics, Sulapac has developed an innovative material which responds to consumers’ growing desire to find environmentally friendly products or packaging.”*

While Okanagan Lavender & Herb Farm is working with this company in its infancy, Sulapac’s long-term goal is to achieve a licensing model that allows others to use their patented process. Ultimately this means that companies in British Columbia will soon be able to produce containers in their own facilities and we will be able to purchase from a local company.

“REPLACE PLASTIC AND MANUFACTURE WITH SULAPAC®

Are you producing plastic items by injection molding or extrusion and looking for more sustainable alternatives? Sulapac® materials can be used on most production lines. This means you can start mass producing 100% biodegradable and microplastic-free products with minimal investment.

With Sulapac, you are able to create more sustainable products that outperform other competition in terms of barrier properties, biodegradation speed and cost efficiency. Join us in saving this planet from the plastic waste!”

Canadian companies interested in aligning with Sulapac, can explore the licensing arrangement here:

<https://www.sulapac.com/products/#licensing>

In January of 2018, Okanagan Lavender & Herb Farm was on a quest to reduce our impact on our planet. We’ve eliminated nearly all plastic used at our farm, we’ve worked to improve the sustainability and biodiversity of how we cultivate our crops and we believed in the work of Sulapac, being the first to bring the containers to North America.

www.okanaganlavender.com