

## Firmenich opens Culinary & SmartProteins® Innovation Hub in Singapore

**Firmenich**, the world's largest privately owned fragrance and taste company, has recently launched its Culinary and SmartProteins® Innovation Center in Tuas, Singapore. The new centre will serve as a regional R&D (research and development) hub for Asia and a global centre of expertise in alternative proteins for meat and dairy analogues. The Innovation Center is key to Firmenich's Savory vision – to deliver breakthrough integrated solutions in Meat Proteins and Plant-based alternatives bringing together technical expertise in aroma, flavour, taste, umami and texture solutions from Campus and Firmenich.

Emmanuel Butstraen, global president, Taste & Beyond at Firmenich, said: "The centre will allow us to partner closely with our customers to serve a fast-growing number of Flexitarian consumers with delicious food & beverage options."



Butstraen added: "We are proud to have Singapore's Economic Development Board (EDB) as a partner in this investment. This new facility will be home to some of the best talent in the industry across several disciplines to deliver truly innovative, consumer-focused integrated solutions."

Asia Pacific is the fastest-growing region for plant-based alternatives worldwide and is estimated to grow 25% by 2025. The new SmartProteins® centre in Singapore will enable Firmenich to meet this growing demand by combining its global expertise and Campus solutions.

Jun Saplad said: "Taste & Beyond's regional

president for Asia. "By harnessing our deep regional and local understanding and our expertise in taste and plant-based proteins, the Innovation Center will allow us to tailor solutions to the unique needs of the Asian market and explore new angles for meat-free dishes."

"Firmenich's decision to select Singapore as its alternative proteins innovation hub for Asia is testimony to Singapore's leading role in creating and developing sustainable and innovative solutions to meet the nutritional needs of the region," said Mr. Ow Kai Onn, vice president and head, Chemicals and Materials, Singapore EDB. "Firmenich's presence in Singapore spans nearly 50 years. EDB is proud to support this undertaking, which would enable Firmenich to capture new growth opportunities as well as strengthen Singapore's Flavor and Fragrance specialty chemicals sector." ■

## EcoCortec® announces compostable shrink wraps for industrial use

**Recently**, EcoCortec® has announced the official release of EcoShrink™ Compostable Film, a commercially compostable alternative to common plastic shrink wraps for use in industrial packaging applications.



### DESIGNED WITH THE CIRCULAR ECONOMY IN MIND

EcoShrink™ takes both the beginning and the end of the shrink wrap product life cycle into account. EcoShrink™ is sourced from certified commercially compostable resins and contains 45% biopolymers. After use, EcoShrink™ can be disposed of in a commercial composting environment to reduce the amount of plastic packaging that normally ends up in a landfill. EcoShrink™ is shelf and curb stable and will retain its integrity until disposed of properly.

### PUTTING ECOSHRINK™ TO GOOD USE

In addition to these green benefits, EcoShrink™ has many practical characteristics. It is designed for standard

heat-shrinking applications. Users of EcoShrink™ can shrink wrap their small or large components as normal to conform to the shape of the object. EcoShrink™ is a great way to keep dust, dirt, and moisture off warehouse stock while keeping components bundled into a streamlined package. Shrink wrapping can be done with a wide variety of standard shrink tools. Simply measure the size of the unit, determine how much film is needed to wrap around it with enough for overlap, then shrink wrap as usual. EcoShrink™ is available in 2 or 4mil (50 or 100µm) thicknesses and as single wound or centerfold sheeting in widths of 45.72 cm (18in) or 91.44 cm (36in). Rolls come individually boxed or in cradle packed pallets. ■