

**ADVERTISING STANDARDS AUTHORITY RULES IN FAVOUR OF d<sub>2</sub>W PLASTIC**

The Advertising Standards Authority of South Africa has ruled that bread bags made with Symphony's d<sub>2</sub>w Controlled-life plastic can be advertised as Biodegradable. The Directorate of the ASA considered the expert evidence, and on 8<sup>th</sup> April 2010 they rejected a complaint by the Plastic Converters' Association against Tiger Brands. They said that they were "satisfied that [Tiger Brands] Albany bread bags have been shown to be biodegradable."

The Complainants had also argued that the claim "Biodegradable bag" encourages consumers to believe that the bread bag will degrade whether it is in the open or in landfill" and that "simply inserting the words "Biodegradable Bag" on the packaging implies that under any and all conditions the bag will degrade."

The ASA ruled that "In considering the meaning of the claim "Biodegradable Bag" on the Albany bread packaging to the hypothetical reasonable person, the Directorate must consider whether the packaging contains anything which might lend support to the Complainant's contention that the words mean anything other than what is actually stated." The packaging simply states "Biodegradable Bag". This has been substantiated. Accordingly the Directorate finds that the claim is not likely to mislead the consumer."

Michael Laurier, CEO of Symphony, who is visiting South Africa, said "We are glad that the ASA has clarified this important issue. It is obvious when you look around that there is a serious environmental problem here in South Africa caused by plastic waste which gets accidentally or deliberately into the open environment. We have offered a solution, and we trust that following this ruling by the ASA the plastics industry and commercial users will follow the lead given by Tiger Brands and use d<sub>2</sub>w technology. This will cause plastic to biodegrade without human intervention, more quickly than nature's wastes such as straw and twigs, and much more quickly than normal plastic."

Dave Cousins of Tiger Brands said "We are proud to have pioneered this technology in South Africa, and we were never in any doubt that it is biodegradable, and good for our environment. We do not want people to find bags which have been blowing or floating around for 50 years with our name on them."

**NOTE TO EDITORS**

Tiger Brands of South Africa is one of the world's largest processed-food companies.

Symphony Environmental Technologies Plc [www.d2w.net](http://www.d2w.net) is a British public company specialising in technology to deal with the world's environmental problems. It has its own laboratory in England and is represented in 92 countries worldwide. Symphony is represented in South Africa by Self-destruct Plastics Ltd Tel: 031 5613090 Cell: 082 7707980

For information about oxo-biodegradable plastics generally see [www.biodeg.org](http://www.biodeg.org)

For the ASA Ruling see <http://www.asasa.org.za/ResultDetail.aspx?Ruling=5108>

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