



KLEESCHULTE  
E R D E N

# KLEESCHULTE NATURE BAG

first paper bag packaging for naturally moist soil



NEW

FULL PAPER  
RECYCLABLE



press release

# Paper bag for naturally moist soil

**Kleeschulte Erden and dy-pack develop what was thought unthinkable.**

**The specialisation of Erdenwerk Kleeschulte in peat-free and peat-reduced soils and substrates is business out of sustainable conviction. The tireless search for an environmentally friendly packaging solution is only logical. After intensive joint research with dy-pack Verpackungen GmbH from Wenden-Gerlingen, we as a team, have created the first recyclable paper packaging, the ‚nature bag‘ for naturally moist soil. Nobody would have thought this possible.**



Up to 1 million organisms bustle about in a teaspoon of soil and have an insatiable appetite. The microscopic creatures' favourite food is paper, due to the high polysaccharide content in the cellulose. Therefore, paper packaging seemed to be impossible for earth bags until now. After several years of intensive research, it has nevertheless been possible to develop a paper packaging for naturally moist soil. It can be fed into the recycling process via normal household paper waste. This was recently confirmed and certified by the cyclo-HTP institute, specialists in classifying, assessing, and testing the recyclability of packaging. The nature bag consists of 95% paper and is therefore fully recyclable.

With an excellent fibre yield, paper packaging is a valuable recycled raw material for pulp needed by the paper industry. Pulp is the fibrous mass produced during the chemical pulping of plant fibres, consisting mainly of cellulose.

The two family-owned companies, Kleeschulte Erden and dy-pack Verpackungen, combined their know-how in development: the knowledge of sustainable soils, paired with the experience and expertise in paper packaging. „Lengthy cooperative tests with different paper constructions led to the sought-after result. The new nature bag, containing the naturally moist soil, can be stored for three months without causing any deterioration. And we are continuing to work on extending the shelf life,“ says Mariel Kleeschulte-Vrochte, Managing Director of Kleeschulte Erden. The new nature bag differs fundamentally from the Kleeschulte ‚Paper Bag‘ introduced in 2020. The soil in the conventional ‚Paper Bag‘ had to be dried to prevent the paper bag from losing its stability. The fact that a paper bag for naturally moist soil has now been developed, is a particularly important milestone.

## Focus at the point of sale

The new nature bag offers remarkable unique selling properties for sustainable-oriented trade. With the Kleeschulte peat-free soil line in the nature bag, the soil factory meets the increasing demand for sustainable soil products in an unprecedented way. Initially, Kleeschulte Erden's organic potting soil, organic tomato, and vegetable soil as well as organic potting soil are available in the nature bag. All packaging sizes from 3 litres to 70 litres will be available for retailers' own branding. „This is ideal for secondary placement in the shop interior and at the checkout area and doubtlessly, a real eye-catcher. Of course, we are at the beginning of the market launch, so there is still a lot of potential for ideas and developments.“ says Sales Director Jens Brune from Kleeschulte Erden. The pallets can also be packed and left outside under a roof, when very well protected.

Anyone who would like to get an idea of the new nature bag for naturally moist soil is welcome to visit the **Kleeschulte stand at the IPM in Hall 3, Stand 3A13 (directly at the west entrance)**.

You can download information and images here:  
<https://profi.kleeschulte-erden.de/presse/>

## Kleeschulte: a specialist for ecologically valuable soils and substrates.

For over 35 years, Kleeschulte Erden has been developing, producing, and marketing peat-reduced and peat-free soils, substrates, substrate raw materials and decorative mulches as well as fall protection surfacing. The specialist garden trade, professional horticulture and soil manufacturers are just as much part of the customer base as local authorities and public bodies. Kleeschulte Erden has established itself as a medium-sized company in the market segment of sustainable soils and is an innovation leader in the field of peat substitutes with customers throughout Europe.

## dy-pack - pole position in new developments for paper packaging

dy-pack is one of the world's leading manufacturers of paper bags for demanding applications in the chemical, construction, food, and cement industries. First-class products, ground-breaking innovations and maximum sustainability are what distinguish dy-pack.

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