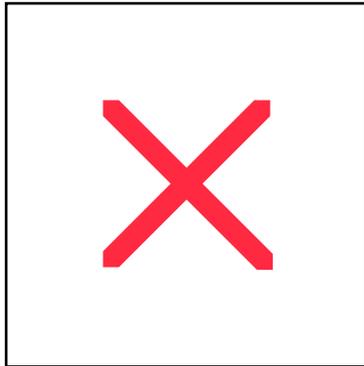


ZELFO® MATERIAL, INTERNATIONAL INNOVATIONS 1ST PRIZE WINNER 2011

March 2011

Zelfo® material voted ‘Biomaterial of the year 2011’ at the Nova Institute organised ‘International Congress on Bio Plastics’ in Cologne, Germany.



Zelfo Technology represented by Omodo GmbH was awarded the prize in front of an audience of 150 congress participants at a ceremony on 15th March. The accolade was given in recognition of the recent advancement of Zelfo® material, optimised over the previous 4 years through work that Omodo has carried out with its partners in the Zelfo Technology platform. Critical to the recent industrialisation of Zelfo® is the process known as CORE (Cellulose Optimisation Resource Efficient), which significantly reduces energy and resources previously required for the production of the material.

The competition for the Innovations prize seeks to encourage the development of new materials, along with suitable applications and markets for bio-based products. It focuses on materials, which have been progressed to a point that has enabled them to be introduced to the market in 2010/2011. Initially for Zelfo®, to have their material shortlisted by the Nova Institute an internationally recognised steering group in biomaterials was an honour in itself. Zelfo® was voted winner of the first prize by the assembled group of leading biomaterials representatives, this is for Zelfo® the ultimate endorsement.

Commenting on the fruition of decades of work involving cellulose ‘nature’s plastic’, Trevor Dean of Zelfo Technology summarized the achievement ” ‘CORE’ is a technological ‘must have’ for the realization of a sustainable future in the fibre industry”.

True to their mission, Zelfo Technology is focused in a wider sense on the development of cellulose fibre based material solutions. To achieve this

they are currently engaged in the further industrialisation of their offer and are establishing distinct manufacturing/technology presence supported by an innovations based R & D concern.

The Nova Biomaterials prize together with Zelfo®'s earlier double win this year at the Rushlight Awards appears to indicate this concept could be a winning formula. Following the award, there has already been a welcome wave of interest substantiating the 'Nova effect' mentioned by some activists in the industry.

The nova-Institute itself is globally active in market research, industrial and political consultancy, project management and online media. Led by CEO Michael Carus, nova uses and creates expert knowledge and innovative technologies to advance and develop the use of renewable resources as energy and material.

Nova Institute:

Michael Carus: michael.carus@nova-institut.de

www.nova-institut.com

www.biowerkstoff-kongress.de