



Wilma Eco Fashion cases

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Swedish brand Wilma launches a new collection of mobile phone cases made from a bio-degradable material at the FORMEX exhibition from 20th-23rd August

During the Formex exhibition in Älvsjö, Wilma will launch a collection manufactured of PBAT and PLA combined in a composite material. This is just the first step for Wilma, with the long-term ambition to be world leading within 'eco fashion' for mobile accessories.

- *"Everything that has already happened within FMCG and later in fashion/clothing is now happening within consumer electronics and the mobile industry. We aim to be the leader within sustainability for our industry and the new Wilma collection is our first step on this journey."*PärLAN Fritz, Commercial Director Fashiontekk A

- *"With the new Wilma Eco collection we fill a gap in the market. We have, under a short time, signed agreements to supply a number of leading retailers and operators both in the Nordics and in Europe",* says PärLAN Fritz.

Facts

PLA ([Polylactic Acid](#)) is a thermoplastic aliphatic polyester derived from renewable biomass, typically from fermented plant starch such as from corn, cassava, sugarcane or sugar beet pulp.

PBAT ([Polybutylene Adipate Terephthalate](#)) is a biodegradable random copolymer. PBAT can be made from both fossil and bio-based sources, and is fully biodegradable (EN 13432).

Wilma's new mobile phone cases are produced of 60% PBAT and 40% PLA. Both PLA and PBAT are bio-degradable through industrial composting according to EU-standard EN 13432.

Packaging is manufactured from recycled paper, minimal in size and is completely free of plastic.

Formex exhibition

Wilma @ Stand B11:14, Stockholmsmässan, Älvsjö, Sweden

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Images

High-resolution images available upon request.

global markets with brands such as Copter (screen protection) and Wilma (eco mobile cases). The company has offices in Karlstad, Stockholm and London with factories in Kumla (Sweden) and China.

Kontaktpersoner



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