



Press Release
June 2010

bpi.visqueen supports crop growth research

Leading manufacturer of horticultural films, bpi.visqueen is playing a key role in a ground breaking international research project. Through its continuing working relationship with Lancaster University, the business is one of only two commercial partners contributing to an EU COST (European Cooperation in the field of Scientific and Technical Research) project into the regulatory role of UV light on crop growth and development in a changing climate.

The four year project brings together 36 global renowned research groups across 17 EU and non EU countries with the aim of developing an integrated vision of this important global crop food related issue. It will generate knowledge on the fundamentals of plant growth, food quality and plant-environment interactions by examining UV-B mediated regulation of molecular, physiological, metabolic and ecological processes.

bpi.visqueen's support for the recently launched project is just the latest evidence of its strong commitment to on-going horticultural research. The business has close ties to both Lancaster University and Reading University and is also sponsoring a PhD researcher. Eslam Elfadly is coming to the end of a three year project at Lancaster University investigating the effects of differing UV environments on the crop yield and quality of peppers.

Speaking of bpi.visqueen's support of the EU COST project, Roy McAdoo, Commercial Director from the business, said: "bpi.visqueen has a strong belief in supporting horticultural research in any way that we can. Indeed, as market leader, we see it as something of a responsibility. Not only does it help inform our own new product development, but it delivers wider benefits to our customers, to the industry and to the world as whole by helping to alleviate the pressure of food shortages."

For more information about bpi.visqueen, visit www.bpivisqueenhort.com

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IMAGE: bpi visqueen field tunnels.jpg

For more information please contact Wayne Mohammed at [Precision](mailto:wayne@precision-online.co.uk) on 07931 586 334 or wayne@precision-online.co.uk

Notes to Editors:

- bpi.visqueen is a division of British Polythene Industries plc - one of Europe's leading manufacturers of polythene film, bags and sacks.
- bpi.visqueen manufactures a comprehensive range of products, including polytunnel films, polythene tunnel covers, greenhouse control films, specialist thermal and solar radiation control films, crop covers and mulch films, all designed to help the commercial grower create their own 'climate for success'.
- bpi.visqueen's products are used by vegetable, fruit and flower growers across the globe. Its product portfolio includes such well known brand names as Luminance, Luminol and Solatrol.
- To ensure its products continue to evolve and offer advanced capabilities, bpi.visqueen operates a sustained programme of investment into its business and into on-going research and development. The manufacturer also works closely with key research partners including the University of Lancaster and the University of Reading.
- The continuing success of British Polythene Industries has been formally acknowledged in a high profile survey. The business achieved 40th place out of 236 companies in a league table of 'Britain's Most Admired Companies' published by Management Today in association with Accenture. Importantly, BPI attained second place in the Paper & Packaging sector.