



NatureUrn®

Plastindustrien

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100% degradable bio-plastic urn developed in Denmark

The NatureUrn is made from a specially developed plant based, biodegradable material created in cooperation with suppliers in the industry.

Three years ago, Claus Jacobsen a boatbuilder, got the idea that he, together with his father and three brothers, should produce and supply urns made from biodegradable plastic.

Being a boatbuilder who has designed and constructed a number of boats, Claus Jacobsen designed the urn himself. Now three years later the urn has been put into production and sales are well on their way. The cremation rate is rising world wide, and there has already been large interest in the NatureUrn in Northern Europe. The next step is the North American market, but China as well could become interesting.

The market is huge, and interest in the NatureUrn has been surprisingly strong. Claus Jacobsen is considering developing a pet urn as well.

Claus Jacobsen contacted the Danish plastic industry association Plastindustrien in 2008 for advice on how to turn the urn dream into a reality. Shortly thereafter a collaboration was established between the boatbuilder and last year's Plastic Price winner Flemming Christiansen of SP Moulding. Today the NatureUrns are injection moulded and supplied from the SP Moulding factory in Stoholm.