



## Eco Friendly Plastic? What is it and the 8 Eco plastic promotional products you should be using.

Plastic is the antithesis of everything “Eco Friendly”, however in recent times we have seen the advent of natural based plastic options that now allow companies to use plastic in their product marketing campaigns and still tick the “Eco Friendly” box.

Why is the development of Eco Friendly plastic alternatives important ?

Every year, humanity generates almost its own collective body weight in plastic waste. Up to 13 million tonnes of this pollution enters the oceans, finding its way into our food chain and tap water. [1]

Let's explore what eco friendly plastic options exist and the 8 Eco Friendly plastic products you should be using now.

### Wheat Straw Plastic

Wheat straw is what is leftover once wheat is harvested and using it in plastic production is an ideal zero-waste option. Traditionally this waste by-product is burnt and causes air pollution. The plastic is created by breaking down the cellulose contained in the wheat straw, which ultimately produces a natural polymer, unlike traditional plastic which is made from artificial polymers.

Wheat straw is 100% Bio-degradable, it will take 3-6 months to compost in a home combust and it is renewable and sustainable. It can also be recycled and remade into other products again and again. Wheat straw requires significantly less energy to produce and hence produces less Co2 gas emission. [2]

Key features which make it suitable to kitchen based products are being heat resistant to 100 degrees celsius, microwave safe up to 2 minutes, food safe and aesthetically it presents a natural unique appearance.

### Rice Husk

Similarly rice husk is a waste product of silica, rice husk ash is considered to be one of the most promising and environmentally friendly sources for the production of silicon-based materials.

100% Biodegradable material, heat resistant to 120 degrees celsius. BPA Free, food safe, microwave safe up to 2 minutes, like wheat straw it produces a trendy and natural looking product. [3]

Sources:

1. World Economic Forum
2. [keepingourplanetalive.ca](http://keepingourplanetalive.ca)
3. [ecosoulife.com/material/rice-husk/](http://ecosoulife.com/material/rice-husk/)

## The 8 best Eco Plastic promotional products you should be using to promote your brand:

We explore some great ideas how you can use Eco Friendly plastic merchandise and make a lasting impression on your brand - not the planet.

### #1 Natura Express Coffee Cup 115581

Design inspired reusable coffee cup that is manufactured from a 50/50 blend of natural rice husk fibre and BPA-free polypropylene. Comes with a heat-resistant silicone band and a secure screw on lid with a splash proof flip closure. The flip closure and band come in a variety of colours to match your branding and can be mixed and matched, decorating on the band can be printed or de-bossed.



### # 2 Choice Cup

300ML double wall reusable coffee cup.

Choice cup is manufactured from a 50/50 blend of natural rice husk fibre and BPA-Free polypropylene which is shatterproof and odour-resistant. A trendy natural look comes in natural colour, light blue and a bright green. Printing is available in 1 to 4 Colours.

### # 3 Eco USB Drives

Replace standard plastic with its natural wheat straw alternative for your next custom branded USB flash drive. Options include the popular "Credit Card" shape, a slimline card version and circle disc shape. A unique smooth recycled brown finish can be printed with full colour images or match corporate Pantone colours with screen print. Available in data capacity from 2Gb to 64Gb.



### #4 Choice Pen - 11629

Retractable ball pen, made from 50/50 blend of natural rice husk fibre and polypropylene. It comes with a black large volume refill with 1800 metres of German manufactured Dokumental ink and a tungsten carbide ball for improved writing quality. Choice Pen is available in 3 Colours, natural, green and blue and you can print directly onto the surface. A very economical choice, costing between \$0.70 to \$1.00



### #5 Choice Cutlery Set 117603

Unique cutlery set which is manufactured from a 50/50 blend of natural wheat straw fibre and BPA-free polypropylene. The set is presented in a rectangular case and includes a knife, fork and spoon. Digital Print on the outer case. Price Guide is between \$2 - \$3

### #6 Natura Coffee Mug 117268

Unique 350ml round coffee mug which is manufactured from a 50/50 blend of natural wheat straw fibre and BPA-free polypropylene. Microwave safe for up to 2 minutes, this is a very different looking coffee mug. A cost effective product, will cost between \$3 to \$5 a mug with printing in 1 to 4 colours.



### #7 Natura Stationery Set - 117269

Unique trendy looking rectangular pencil case, 50/50 blend of natural wheat straw fibre and BPA-free polypropylene. Included inside the pencil case is a 15cm wooden ruler with measurements in inches and centimetres, two wooden HB pencils, a wooden pencil sharpener and a retractable ballpoint pen with a cardboard barrel. Price Guide of \$3 to \$4

### #8 Choice Sandwich Box - 116816

Eco inspired lunch box which is manufactured from a unique 50/50 blend of bamboo and BPA-free polypropylene. Choice Lunch Box is shaped to fit a sandwich and has a secure push on lid with an easy open tab. Well priced at between \$3 to \$4 depended of quantity and logo design.



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