



What does the product you are making do to improve environmental impact and create economic value?

Our key aim is to divorce our supply chain from the petrochemical industry, not only because of the associated climate and environmental impacts but also because we are looking to a long-term sustainable future for the company. Basing a growing business on a finite resource just isn't a good idea.

Our products are exported all over the world and appear in the very biggest film and TV productions. *Avengers: Age of Ultron* and *Star Wars 7* made \$3.5bn dollars between them, 50 cents for every man, woman, and child on Earth.

How many new jobs has your company created worldwide in this activity?

Lizzie who designed our Eco Flake product for her Master's degree now works in our head office. Bio Viron who now supply us with PLA bags have gained valuable income from us that allows them to invest in their business and in developing new materials for us and others.

Many of the new products we develop are not replacing existing products but are increasing growth in the market, safeguarding and adding employment both with us and our suppliers.

Do you currently use bio-based and biodegradable materials in your production?

We do as much as possible. The snow in this picture is made from recycled paper and packaged in PLA (bioplastic). Wherever possible we use renewable bio-based feedstocks with low environmental impact.

We still have a few petrochemical products, notably expanded polyethylene, and we are keen to replace these with cost-effective bio-alternatives, as soon as such products become technically and financially viable.

Do you produce in or export from the UK?

We do both.

What policies could help stimulate growth of your company and create more added value, jobs and exports for the UK economy?

Support for universities who conduct research in partnership with industry: We wouldn't have the EcoFlake® & ProFlake® falling snow fluids if it wasn't for the support of EPSRC and their funding.

Legislation put in place to move the packaging industry over to bio-packaging: Snow Business up-cycles waste from the packaging industry (Display Snow® is made from waste polyethylene foam for instance) and repurposes it for use in SFX. We can't do that if there isn't a waste stream to utilise.

Support for free and fair trade: Snow Business exports to 34 countries. Unreasonable trade tariffs and barriers, while not insurmountable, are a significant stumbling block to expansion.

Investment in the education of our young people: The science students of today will be the industrialists and researchers of tomorrow. We should do all we can to encourage them. Science is a tough subject, and students shouldn't have to worry about how they are going to pay for their education.

The UK will reap its reward from many lifetimes of dedication in the workplace: we don't need to and shouldn't take the money up front.