

**vegware™**  
packaging made from plants



**BBIA Workshop**

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## our story

- UK firm with Edinburgh HQ
- The first and only completely compostable packaging firm operating globally – active in 5 continents



green  
success



919%  
growth in  
5 years

29<sup>th</sup>  
fastest  
growing  
firm in the UK

**Deloitte.**  
Technology Fast50  
UK 2014

awards

## 50+ awards since 2009

Major UK business, sustainability and innovation awards



# the Vegware concept

‘completely compostable’ – the only solution to zero waste in foodservice

- recycled or renewable materials
- compostable in its finished form, ie. shares the same waste stream as food waste



completely compostable ✓

perfect  
for hot

- hot cups & lids
- soup containers
- food cartons
- bagasse tableware & takeaway boxes
- gourmet range
- hot bags & wraps
- cutlery



perfect  
for cold

- cold cups
- deli containers
- portion pots
- sandwich & wrap boxes
- salad boxes
- bags & sheets
- sushi trays
- soup containers  
– with clear domed lids for ice cream!

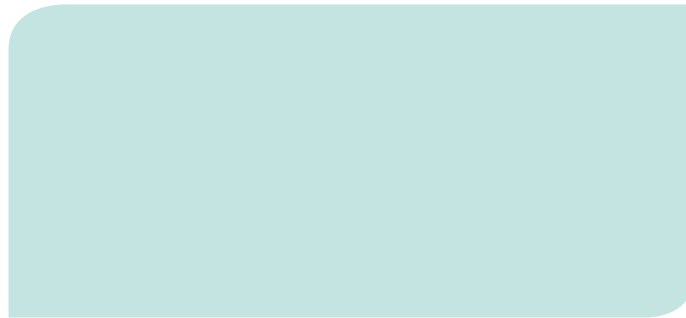




# beyond packaging



free added value services



Creative



ign

saving  
carbon

with packaging made from plants



Recycled or sustainably sourced

Bagasse - recycled sugarcane

51% carbon than  
new PLA



the  
food  
waste  
network

Free impartial service

Matchmaking any UK  
foodservice site with local  
food waste recycling

- all UK food waste collections
- on-site options
- legislation & relevant info

[www.foodwastenetwork.org](http://www.foodwastenetwork.org)  
[@foodwasteuk](https://twitter.com/foodwasteuk)



# zero waste support

## Helping our customers maximise all recycling

- Bespoke bin signage
- Staff training and engagement
- Green days
- Communications support



# Challenges and solutions

# 2

## Competition from other 'eco' products

'biodegradable' 'oxo-degradable' 'degradable'

Often cheaper in price

Mislead consumers to believe they can be recycled

Composters questioning all products >  
negative implications for disposal of certified materials

### Solution?

- Better regulation of marketing claims on products

# Case Study: California

2013 - Banned use of terms 'biodegradable' 'degradable' and 'decomposable' on plastic bags and food and beverage items sold in CA

Can only label compostable if certified to ASTM



“Use of the term ‘degradable’, ‘biodegradable’ ‘decomposable’ or similar terms on plastic products is inherently misleading unless the claim includes a thorough disclaimer providing necessary qualifying details, including but not limited to, the environments and timeframes in which the claimed action will take place”

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