



Notpla

Disappearing Packaging

ORIGINALLY DELIVERED AT THE **FESTIVAL OF POLYMER INNOVATION 2024**
VISIT [HTTPS://WWW.POLYMERFESTIVAL.COM](https://www.polymerfestival.com) FOR MORE INFORMATION

A HUGE THANK YOU TO PLASTIKCITY FOR SPONSORING OUR MAINSTAGE





Notpla Disappearing Packaging

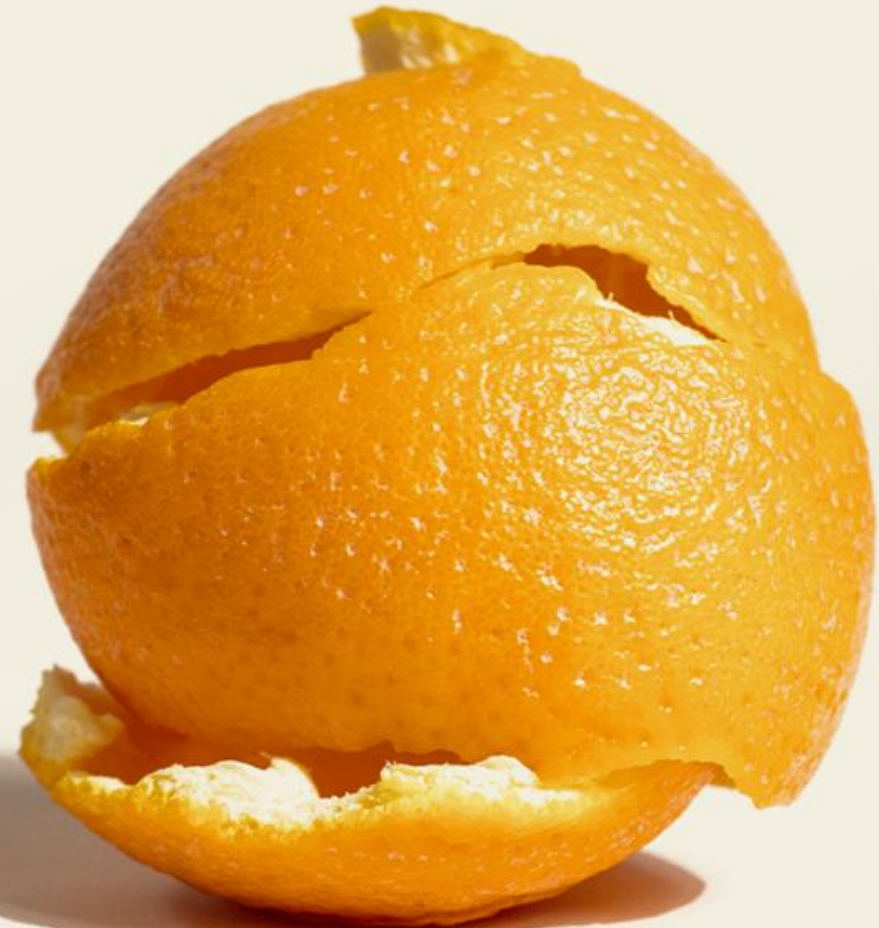
Inspired by Nature
Festival of Polymer Innovation
4th September 2024



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Product Manager
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Imagine a future where packaging
disappears as fast as a fruit peel



SUP regulation is rapidly changing across the globe...

Plastic Bans

Around the World

North America

- 10 States and more than 200 cities, counties and municipalities of the USA have passed bans on single-use plastic bags.
- Mexico City has banned numerous single-use items, including bags, food containers, cutlery, straws, cups, lids, tampon applicators, balloons, and balloon sticks.

South America

- 27 of 33 Countries in the Latin America and the Caribbean Region (LAC) have passed laws to restrict and reduce single-use plastics.
- Since phasing out plastic bags, straws, takeaway containers and bottles in 2018, Ecuador is turning the Galapagos Islands in to a plastic-free archipelago.

Europe

- The European Union banned a range of SUP products in 2021 for all 27 member countries, and the directive has similar mandates in non-EU countries such as the UK, Montenegro, Serbia and Albania.
- Germany and the Netherlands both have deposit return schemes for plastic bottles, to promote recycling and reduce littering.

Africa

- Out of 54 countries, 34 have passed laws banning plastics.
- Kenya has some of the strictest SUP bans in the world, with heavy fines for non-compliance.

Asia

- India banned 19 SUP products in 2022, with similar bans rolling out across Indonesia and Thailand.
- China has begun phasing out SUP products and is implementing bans by industry, with restaurants to reduce SUP use by 30% by 2025, and hotels to stop offering plastic amenities.

Oceania

- Along with the usual SUP products of straws, stirrers and cutlery, the Australian state of Queensland has banned outdoor balloon releases, and polystyrene loose packaging, including 'packing peanuts'.
- In 2023, Aotearoa New Zealand became the first country to ban single-use plastic bags for fresh produce in supermarkets, expanding its existing bag ban that came into effect in 2019.



But, there is a solution...

Packaging
that's so natural
you can eat it



We create naturally disappearing
packaging, carefully engineered
for a healthy planet

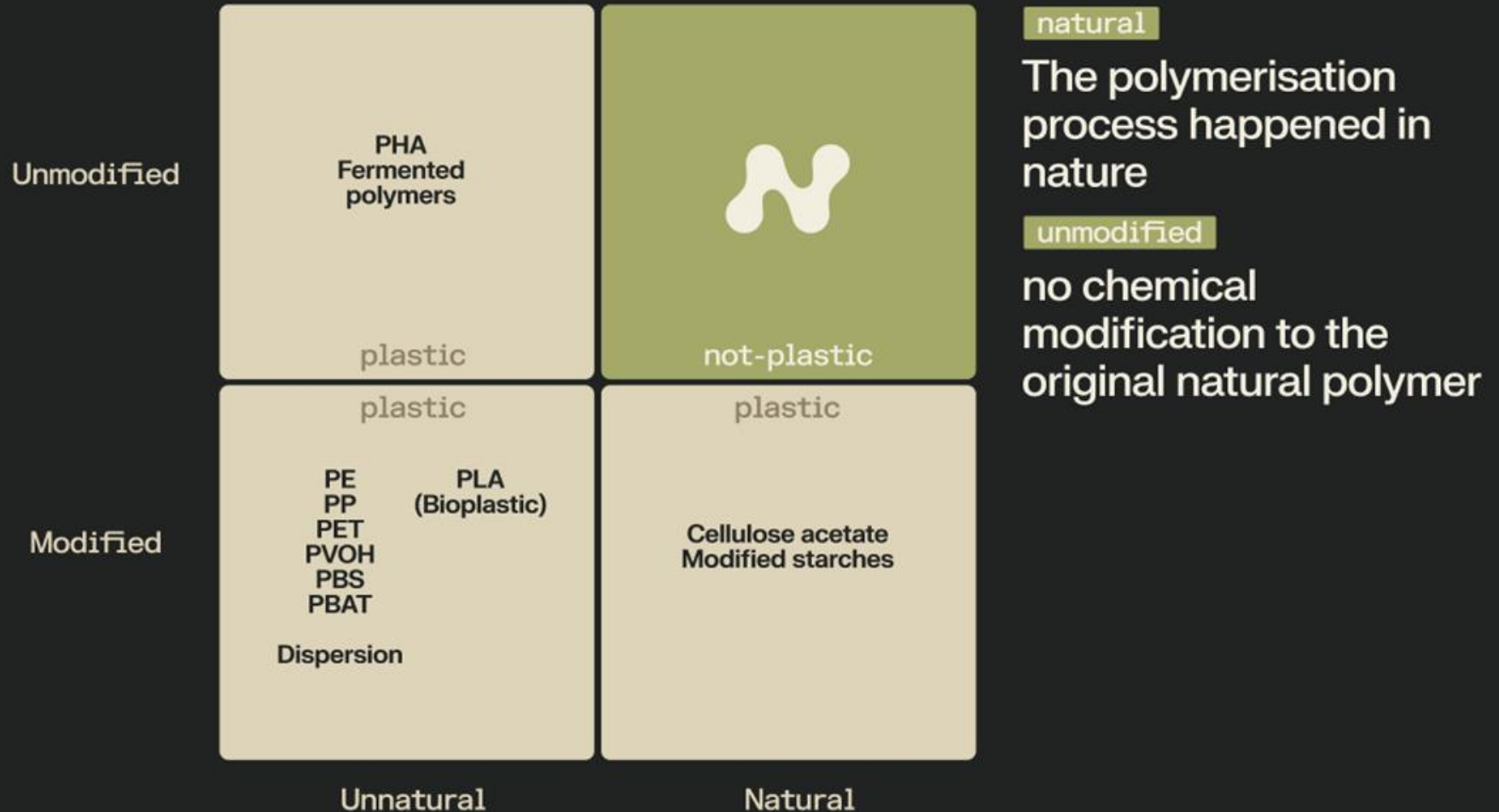




This isn't simply a claim that we are making...

What does it mean to be **not plastic**?

According to the European Union Single Use Plastics Directive



We're officially plastic-free

The Dutch government has officially recognised Notpla's unique coating as the first and only material to meet the EU's Single Use Plastic Directive standards



→ The Netherlands takes a stand against plastic waste with Notpla

After rigorous testing of thousands of materials, only one emerged as truly plastic-free

✖ PureGuard
 ✖ RenewSafe™
 ✖ GreenBox
 ✖ EcoBox™
 ✖ BioFlex
 ✖ EarthFlex

Testing of Materials, as truly

✖ PureFlex Wrap™
 ✖ EcoFusion Pack Co.®
 ✖ BioGuard Wrap
 ✖ EarthSafe Solutions Co.™
 ✖ EcoFriendly Wrap Co.™
 ✖ RenewFusion Pack
 ✖ BioFusion Packaging
 ✖ EcoWave Pack™
 ✖ GreenPack Co.®
 ✖ GreenGuard Packaging®
 ✖ PureSafe Wrap
 ✖ NatureFlex Solutions™

- ✗ GreenEdge
- ✗ EcoShield
- ✗ BioWave™
- ✗ NatureGuard
- ✗ EcoSafe®
- ✗ PureWave
- ✗ BioFlex™
- ✗ RenewGuard
- ✗ EarthWave
- ✗ PureWave™
- ✓ **Notpla**
- ✗ GreenShield
- ✗ PureSafe
- ✗ GreenEdge™
- ✗ EcoConserve Packaging®
- ✗ EcoWave Solutions™
- ✗ SustainableWave®
- ✗ NatureSafe Wrap™
- ✗ EarthFlex Pack
- ✗ GreenFusion Solutions™
- ✗ PureWrap Solutions™
- ✗ NatureGuard Wrap
- ✗ EarthFusion Solutions
- ✗ PureWave Solutions™
- ✗ GreenShield Wrap Co.®

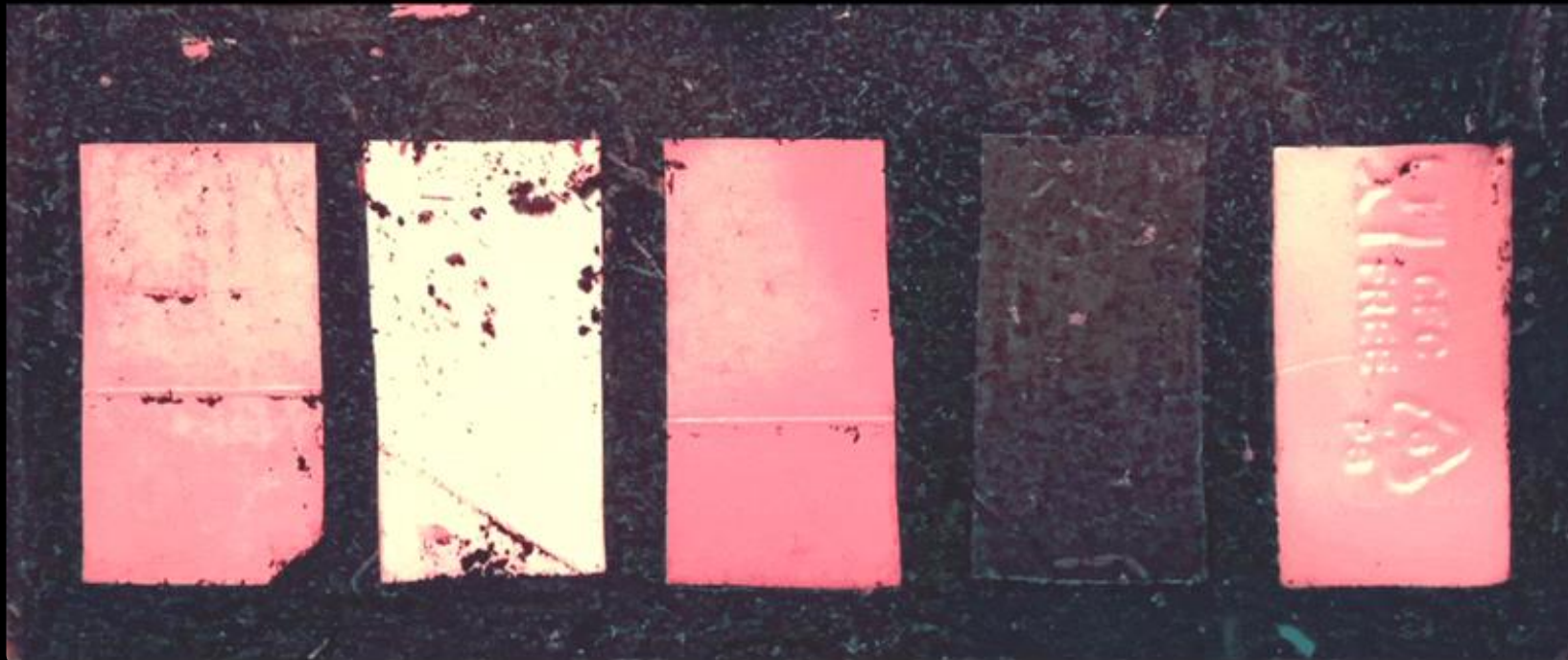
- ☒ SustainWave
- ☒ GreenGuard™
- ☒ EcoGuard
- ☒ PureGuard
- ☒ NatureFlex™
- ☒ EarthFlex
- ☒ GreenWave™
- ☒ EcoWave
- ☒ BioPure™
- ☒ EarthPure
- ☒ NatureGuard™
- ☒ GreenSafe™
- ☒ RenewWave
- ☒ PureFlex™
- ☒ GreenEdge Packaging
- ☒ EcoSafe Wrap Co.®
- ☒ BioSafe Wrap®
- ☒ GreenPack Solutions™
- ☒ EcoSafe Solutions™
- ☒ NatureGuard Solutions Co.
- ☒ GreenBox Solutions
- ☒ NatureFlex Solutions™
- ☒ EarthWrap Solutions™
- ☒ GreenGuard Solutions™
- ☒ BioWrap Solutions™

- ✗ PureGuard™
- ✗ NatureWave
- ✗ GreenWave™
- ✗ BioFlex
- ✗ EarthFlex™
- ✗ PureFlex
- ✗ RenewFlex™
- ✗ EcoGuard™
- ✗ NatureGuard™
- ✗ SustainGuard™
- ✗ BioSafe
- ✗ NatureSafe™
- ✗ EarthSafe
- ✗ EcoFlex
- ✗ RenewGuard™
- ✗ EarthGuard™
- ✗ EcoShield Wrap®
- ✗ BioWave Packaging
- ✗ SustainableFlex™
- ✗ GreenWave Pack
- ✗ EcoGuard Wrap Co.®
- ✗ PureFlex Wrap
- ✗ EcoFusion Wrap
- ✗ BioSafe Packaging Co.
- ✗ GreenFusion Pack

See for yourself
Our material is gone in weeks



▶ DAY 1



board

coating

polystyrene



How much single-use plastic packaging we've replaced so far:



13,175,317



By partnering with some of the world's biggest brands and events

9 EU countries



50 UK & IE stadiums



We have have been embraced by the packaging industry as leaders of natural solutions



Prince William awarded us with the world's most prestigious sustainability accolade

WINNER



THE
EARTHSHOT
PRIZE

“ Notpla presents a wonderful vision of what scaling really looks like, and that gives us all hope, inspiration and optimism

→ Prince William, The Earthshot Prize founder, The Earthshot Prize Innovation Summit 2023, New York





All this made possible by seaweed

The miracle crop from a forest below the sea

one of the world's most renewable resources

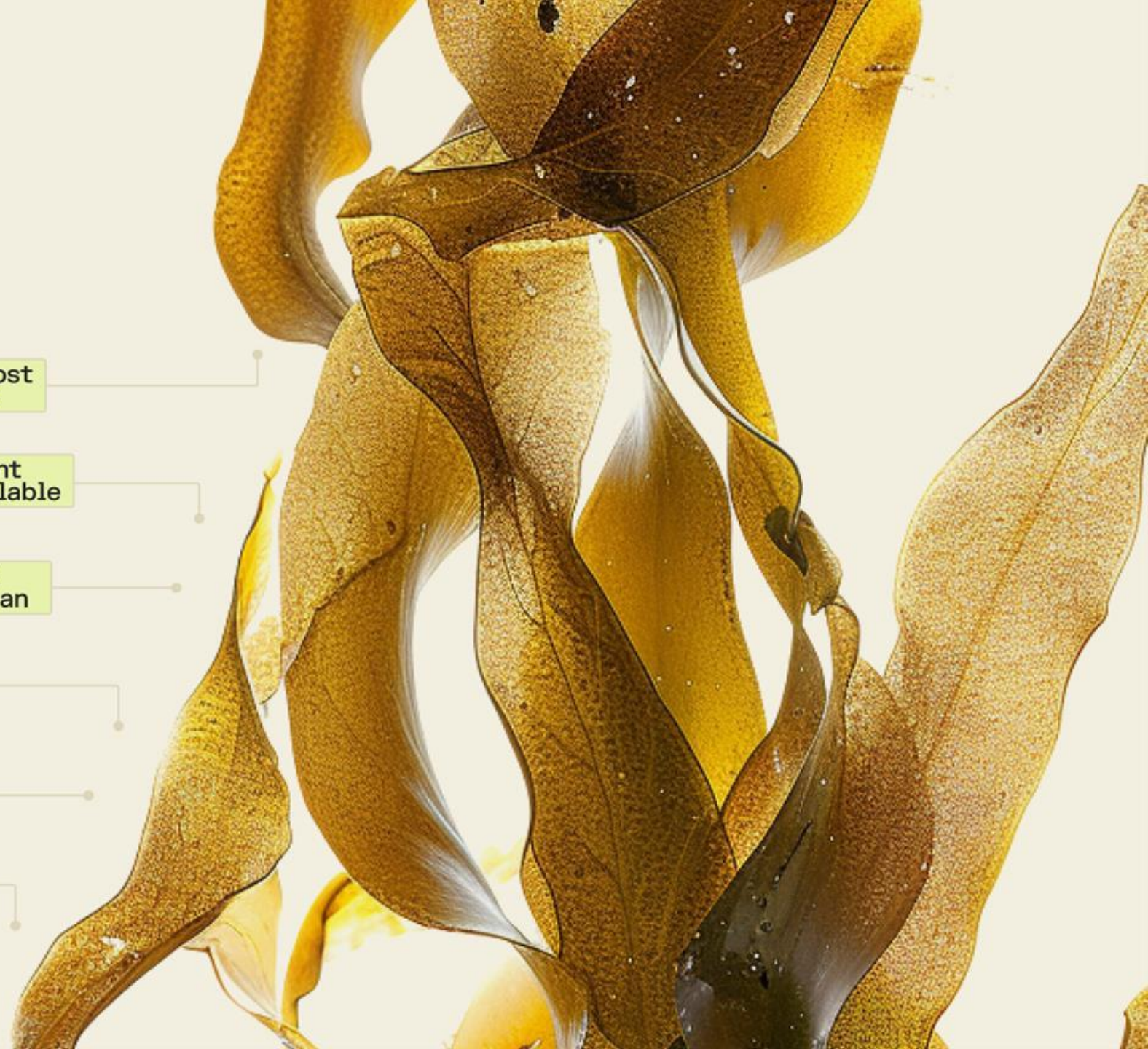
globally abundant and readily available

actively sequesters CO₂ and de-acidifies the ocean

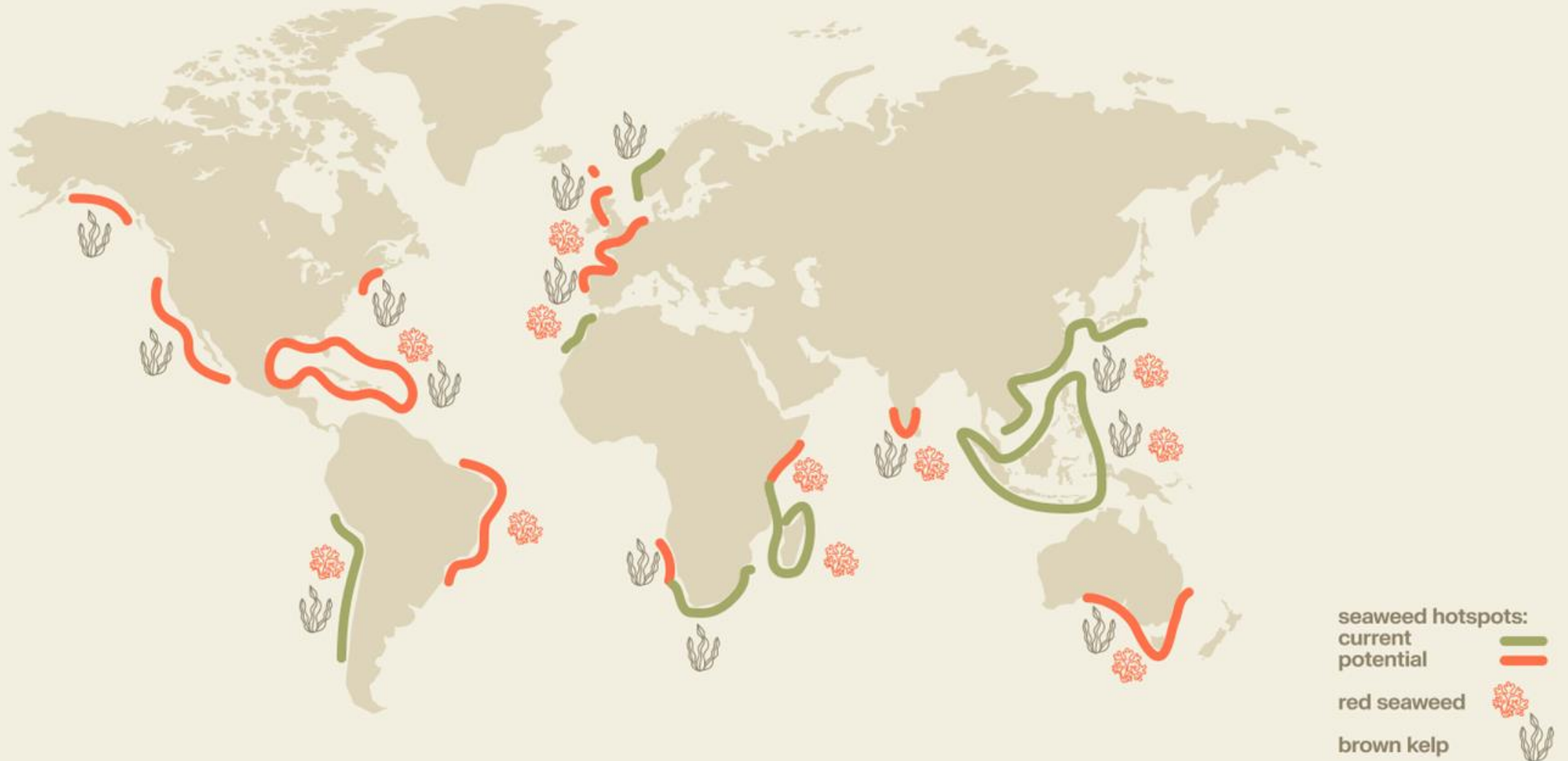
doesn't compete with food crops for land

no need for fresh water or fertiliser

boosts ocean diversity and uplifts coastal communities



The ocean holds a limitless supply of this sustainable resource, requiring just 0.066% of its space to replace all single-use plastic



We are committed to protecting the ocean and those who rely on it

sustainable sourcing

- ✓ Responsible cultivation
- ✓ Protecting marine ecosystems
- ✓ Low impact processing

social responsibility

- ✓ Safe, equitable labour practices
- ✓ Uplifting coastal communities



By leveraging the unique properties of over 12,000 seaweed species, we tailor our materials to meet specific needs

red seaweed

hot water soluble
heat sealable
meltable
flexible
oil barrier
pigments



brown kelp

insoluble
heat stable
flexible
oil barrier
antioxidants
pigments



extracts

flavourless
odourless
colourless
shelf stable
powder



by-products

fibrous
concentrated antioxidants
mineral rich
pigmented





1866

150 years ago plastic
was invented in
Hackney Wick

 5 minutes
0.3 km



2024

Today, 300 meters
away, we're making it
disappear

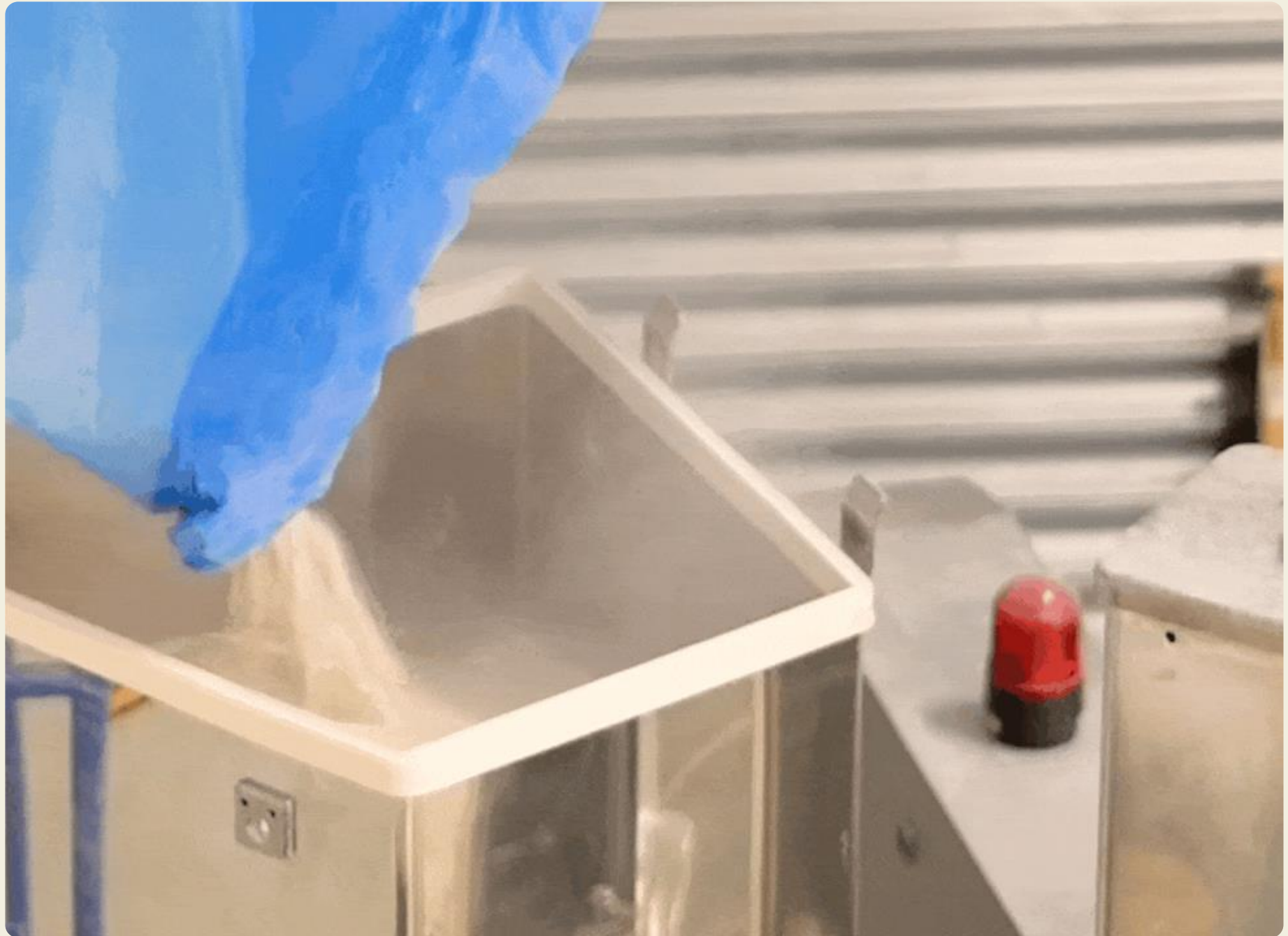


Validated production on an industrial scale

We have produced pellets made from Notpla material on an industrial scale with our partners.

We have different grades of material.

Notpla Rigid pellets can be **injection moulded** using conventional equipment, and Notpla Film pellets can be **extruded into reels of flexible film**.



Ice cream spoon

Introducing the spoon
that's strong when you
want it, and vanishes
when you don't

exempt from the
Single Use Plastic Ban

made from sustainably-
sourced seaweed

designed and manufactured in the UK

discard with food waste
or compost at home

food contact verified
& allergen-free





rigid foodservice production ramp up

Packaging that breathes
new life becoming food for
worms, fungi, and microbes





Pushing the boundaries of flexible packaging innovation

Available in rolls designed to fit into existing flexible film equipment for extrusion in existing supply chains. One film is soluble in hot water, the other is soluble in both cold and hot water.

Heat sealable, home compostable and plastic free under UK/ EU definition.

Safekeeping for dry herbs and flavourings



An industry-first laundry detergent provides a toxin- and microplastic-free alternative to petroleum-based PVOH



Brand Representatives Moulding Partners Extrusion Partners Machine Manufacturers



**Notpla
Disappearing
Packaging**

**Let's make single-use plastic
disappear together**

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