

☕ Coffee Talk with Jon



Please tell us about yourself, who are you and what do you do? I'm Jon Reed, founder of Compostic – we are a company that creates home-compostable alternatives to plastic. We were the first in the world to develop a home-compostable cling wrap, which we quickly followed by compostable resealable sandwich and snack bags. We know that in the modern-day busy lifestyle that convenience is really important, and that whilst people want to

be more sustainable, sometimes they just don't know how, or simply do not have the time – so we try to make it easier for people to take steps in the right direction. This is why Compostic is the perfect alternative to plastic – it looks and functions just like plastic, but will break down entirely in your compost at home in under 24 weeks into biomass that can be used to grow new plants.

How did your journey towards sustainability begin and how did you come up with the initial idea? My journey has been a really interesting one. I was in my mid-twenties before I found out about the real damage that plastic was causing our planet. When I was enlightened I was shocked that a material that is being used in such abundance was causing so much harm, it seemed so backward to me that we were knowingly putting something like this into our system. So I decided I was

going to do something about it. I started researching a lot on plastic and alternatives that were already available on the market, and products in development as well. When I came across compostable raw materials, it became really clear to me that this had a real future. Here we had a material that could be used to recreate everyday household products, mimicking all of the functionality and convenience of plastic, but without the guilt of putting more plastic into our world. We wanted to create consumer products because we recognized that change is normally driven by the voice of the people.

What are the biggest challenges you face? There are so many challenges that we face every day, but I would say that our biggest challenge is to educate and create awareness that these better for the environment products exist and work.

What is a possible future for your initiative? Where do you want to be within five years? Our mission is to rid the world of plastic and we believe that we can make huge strides toward that goal within the next 5 years. We want to be the leader in this movement, and we're already well on our way – Compostic is available not just in supermarkets across NZ, but also in Australia, Chile, and America where we have just launched with Wholefoods which is incredible.

Insights about the project

“Compostic”

by Jon Reed, New Zealand

If you have three free wishes, what would you wish for?

Haha! good question. 1) Given what is going on in the world right now it would be remiss not to say peace in the world. I think generally there is a lot of cultural tension and I just don't see why there needs to be. 2) That we can solve the climate crisis, and I have high hopes that we can. 3) That we could all teleport – that would just be awesome.

What do you think we all can do to solve the plastic pollution problem in general?

Take small steps. I've always said that we can't expect to solve a problem this big at the click of our fingers, but we can all take small steps in the right direction. Choose one thing a week/month/quarter that you can do to reduce your plastic use, and more importantly, you know that you can sustain long term and start doing it.

Compostic knows that convenience is really important in our busy lives and helps us to make it easier to take steps towards more sustainability.

