

this is no ordinary bag.

it will dissolve in fresh or salt water and leave no microplastics behind. it's also biodegradable, non-toxic and carbon negative.

the item bag 2.0 by wastebased.co

re-use this bag as many times as you can, then remove all labels, place it in boiling water, stir and it will dissolve in a matter of seconds. please exercise caution when handling boiling water.

WARNING

to avoid danger of suffocation, keep this bag away from babies and children. do not use this bag in cribs, beds, carriages or playpens. this bag is not a toy.

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WASTEBASED, UNITED KINGDOM**This Is No Ordinary Bag**

Polybags are a huge ecological problem in the fashion industry. They're normally made from polyethylene or polypropylene and they're used for storing clothing as it moves around the supply chain. Almost every piece of clothing goes in a polybag at some point, and often items will move from polybag to polybag as they make their way to the consumer, resulting in a lot of invisible plastic consumption behind the scenes. Even brands trying their hardest to be sustainable are facing difficulties removing polybags from their supply chains entirely. But polybags do have a purpose. Products need to be stored safely as they travel from manufacturer to consumer and handled without damaging delicate fabrics. At Wastebased they have been working hard to upgrade the polybag, and their solution is the Item Bag 2.0 – a biodegradable, non-toxic, carbon-negative storage bag made from a polymer similar to the

material used to coat dishwasher/laundry tablets, that dissolves in boiling water in seconds. You can dispose of it by dissolving it in boiling water almost instantly! The resulting solution contains mineralized biomass and non-toxic ink and can be directly poured down the sink. The best part is that the bag is effectively carbon-negative: Each bag offsets 200% of the carbon footprint, so each one is drawing CO₂ out of our atmosphere instead of adding to it. What makes the founders of Wastebased most excited is that the Item Bag 2.0 is easily accessible to small and medium-sized brands who wish to start implementing this technology right now!

GOLD AWARD WINNER

Carla Perez, Jack Cleary & The Wastebased Team,
Wastebased, United Kingdom



Coffee Talk with Jack & Carla

Tell us in a few words: Who are you? What do you do? We're Jack and Carla, the co-founders of Wastebased. We're on a mission to make sustainable packaging accessible and affordable to anyone who wants it.

What motivated you to get into sustainability? We've both wanted to make careers in sustainability for a long time, but it was only in 2018 that we made the jump. We felt overwhelmed by the sheer amount of single-use, disposable plastic that we, as a society, consumed on a daily basis – for takeaway coffee and food, produce, online orders, and personal care products. Plastic packaging from online orders was piling up in our house and we felt like nothing was being done about it, so we took the matter into our own hands.

How did you come up with your idea? It was very hard for us to order anything online that wasn't wrapped or padded with plastic. We knew online shopping was only going to increase so we looked for solutions. Most plastics can technically be recycled, but in practice, aren't. We thought there had to be another alternative (other than cardboard boxes) – something light and waterproof. We've always loved gardening and when we discovered that compostable plastic was out there, we knew it was the answer.

What are your future plans for your project? The e-commerce industry is growing exponentially and compostable plastics still make up only a tiny fraction of all plastic packaging used so we're working hard to bring to market new compostable and water-soluble alternatives to help with that!

What are the biggest obstacles you face? Our society is still not optimized for composting. We're hopefully just

at the beginning of the composting revolution. Communal

composting facilities are rare to

non-existent and not everyone can start a composting heap at home, especially in a small apartment. We need more free, communal composting facilities, and the use and correct disposal of biodegradable packaging should be incentivized so that we can really make a dent in the plastics crisis. There needs to be a society-wide shift towards new, biodegradable materials for use in packaging, led by governments and big corporations.

What do you think we can do to solve the plastic pollution problem? This needs to happen at an international and governmental level. Plastic bans are needed, new

materials need to be researched and developed, and innovative start-ups need to be incentivized. But if the cry for change doesn't start with us today, we could be waiting a long time for that to happen. Also: reduce, reduce, reduce as much as possible! And when there's no option but to use plastic, reuse something you already have, or use products made of materials that can be composted or recycled.

