

ecostore

+ safer for you and our world

MEDIA RELEASE

Embargoed until 4 October 2018

Ecostore Saves 4,500 Tonnes of Carbon through Biobased Sugar Plastic

- Carbon Savings that are the Equivalent of Driving a Car from Cape Reinga to Bluff, 8,500 times!

Auckland, New Zealand, 4 October – [Ecostore](#) announced today that more than 80% of its packaging is made with renewable, sustainable sugar, and thanks to this significant investment, ecostore has helped save 4,485 tonnes of carbon from being released into the atmosphere since the company converted its packaging from petrochemical plastic to biobased ‘sugar’ plastic four years ago. The total savings achieved to date are equivalent to the amount of carbon emitted during 8,500 car journeys from Cape Reinga to Bluff.

This milestone is based on the savings achieved by using a safer, renewable, more sustainable plastic produced from sugarcane, in comparison to conventional plastics made from fossil sourced materials such as oil or gas, which is highly polluting. Biobased sugar plastic captures and fixes carbon from the atmosphere during its production, helping to reduce greenhouse gas emissions.

Ecostore has calculated that if every Kiwi household chose biobased sugar plastic bottles for their home cleaning and body care products for a year, together New Zealand would save 43,000 tonnes of carbon from being released into the atmosphere. That’s the equivalent of taking 9,200 cars off the road or planting more than a million trees.

Ecostore was the first New Zealand manufacturer to convert its bottles to biobased sugar plastic in 2014. Despite the significant financial investment of nearly \$2 million, ecostore considered it an essential next step in their continued sustainability promise. Four years later, ecostore managing director Pablo Kraus is proud to have met its ambitious goal to use biobased sugar plastic in the majority of its product range and is continuing to invest in additional efforts to support responsible environmental stewardship.

“We’ve been committed to the environment since our inception and ecostore wants to make a positive impact on the world around us. The great part is that these carbon savings are just from ecostore in New Zealand, imagine if all of the big companies, not only in New Zealand but around the world, were taking a more responsible approach to plastic? The impact on our environment would be significant.”

Kraus says ecostore was thrilled to see another New Zealand company, Allbirds, announce their move to renewable, sustainable sugarcane last month. They launched their Sugar Zeffer Flip-Flops also made from sustainable Brazilian sugarcane. This carbon-negative technology replaces the plastic foam in traditional shoe soles, which is often made from oil.

Like ecostore, Allbirds is focused on sustainable innovation. Allbirds invest in engineering the exact sort of softness and comfort fit for their products, but this innovation comes with a great environmental benefit.

Ecostore and Allbirds both partnered with Brazilian company, Braskem, putting the spotlight on the environmental benefits of using sugar, with the view that hopefully more companies do the right thing.

Braskem is focused on technology, innovation and sustainability. Green polyethylene is the result of this combination. After years dedicated to research and development, Braskem's green ethylene plant was commissioned in September 2010. The company now has an annual production of 200,000 tonnes of green ethylene securing the company's global leadership position in bioplastics.

"The partnership with ecostore and Allbirds is ideal for Braskem, like us, they are both companies that pursue innovation and sustainability in their products," says Gustavo Sergi, director of Renewable Chemicals at Braskem. We see opportunities for the biobased sugar plastic to be used in automotive, transportation, construction, sporting goods, wire and cable."

Ecostore's General Manager of Operations and Procurement, Tony Morpeth says the company has come a long way since they first introduced the sugarcane into their plastic bottles in 2014.

"We have continued to roll out the biobased sugar plastic across the majority of our packaging and it will only be a matter of time before we will manufacture 100% of our packaging using biobased sugar plastic."

Ecostore's not just making environmentally ground-breaking products but their manufacturing process also leaves behind the smallest footprint. Their manufacturing facility has offset its greenhouse gas emissions since 2010 and over the last eight years has offset 769 tonnes of carbon.

"Locally, we have offset 513 tonnes of carbon, buying and restoring New Zealand's native forests at Hinewai Reserve and Rangitoto Station Reserve, so there will be less carbon in the atmosphere, reduced soil erosion and improved catchment water quality, as well as buying and installing wind turbines at the Taraura Wind Farm to reduce emissions."

"Globally, we have offset 256 tonnes of carbon, buying and installing wind turbines, and upgrading geothermal plants, to generate more clean, renewable energy in India, China, and Indonesia, while improving the livelihoods of surrounding local communities."

Their manufacturing facility is backed up by several environmental certifications, such as the ISO Environment Management System Certification, the Enviro-Mark NZ programme, and the carboNZero certification. This year, the company is embarking on an ISO Quality Management System to help the business continually improve their processes, to be more efficient and improve customer satisfaction.

"As a manufacturing facility producing ecostore products for our customers around the world, they can be assured they're made in the most environmentally, sustainable way," says Mr Morpeth.

ENDS

More information

Ecostore's bottles are 92% high density green polyethylene, derived from sugarcane. The sugar plastic is refillable and 100% recyclable and does not contaminate existing recycling schemes. It also carries a number of advantages such as removing carbon from the atmosphere, utilisation of peat

lands in Brazil not normally able to be farmed, and the creation of jobs through sustainable sugarcane growth. It also reduces the use of chemical fertilisers as the process residues are used as natural fertilisers, in addition to generating bioelectricity.

Ecostore is a signatory to the new Climate Leaders Coalition of 60 businesses pledging to reduce emissions and play a leadership role on New Zealand's transition to a low emissions economy. For further information, visit <https://www.climateleaderscoalition.org.nz/>.

For further information on ecostore's carbon offsetting, visit <https://www.enviro-mark.com/our-members/members/eco-tech-solutions-limited>.

To follow ecostore on social media, like @ecostore on [Facebook](#) and [Instagram](#).

Contact details

For further information, contact: Jessica Griffin, jessica@nsprltd.com or 021 2214 822.

About ecostore

Ecostore is the leading environmental and sustainable brand in New Zealand, focused on Home, Body and Baby. Ecostore sells its products in over 10 countries around the world. In 1993 Malcolm and Melanie Rands started ecostore in a small New Zealand ecovillage. They were on a mission to help families care for their homes, their health and the world. Wanting to support this mission but also build on it, the Kraus family initially became involved with ecostore in 2003, with the ownership passing to this Kiwi family in 2015. The company is now lead by managing director Pablo Kraus, and the values and ethics of the company are still our highest priority. We now put this care into every home, body and baby product we make, because we think it should be easy for you to create a safer home, a healthier world and a better tomorrow. To find out more information, visit www.ecostore.co.nz.

About Braskem

With a global, human-oriented vision of the future, Braskem's 8,000 members strive to improve people's lives by creating sustainable solutions in chemistry and plastics. It is the largest resin producer in the Americas, with an annual output of 20 million metric tons, including basic chemicals and petrochemicals, and R\$50 billion in revenue in 2017. It exports to Customers in approximately 100 countries and operates 41 industrial units, located in Brazil, the United States, Germany, and Mexico - the latter in partnership with Mexico-based company Idesa. To find out more information on Braskem's green polyethylene, visit <https://www.youtube.com/watch?v=XnRQCOUBOeM>.