

# A GUIDE TO OCEAN BOUND PLASTICS

## WHAT ARE OCEAN BOUND PLASTICS?

Ocean Bound plastics are not recovered from the ocean, but are recycled materials made from plastic that would have ended up in the ocean. Most of it is from land-based sources, i.e., plastic waste that is discarded on the ground within 50km of a seashore. In other words, this is plastic recovered BEFORE it enters the ocean and degrades to a point of being unusable in packaging.

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### Why don't we use plastics that come out of oceans as sustainable packaging solutions?

Discarded plastic that winds up in the oceans is subjected to numerous physical stressors, over a short period of time, as it progresses from land to a waterway and out to the ocean. Prolonged exposure to sunlight, temperature variations, wave action, and saltwater can degrade the chemical and mechanical characteristics of the plastic and renders it unstable.

### What are the advantages of using Ocean Bound plastics?

The primary advantage of using Ocean Bound plastics is that it is an environmentally responsible choice. Any material that is used through this process prevents that material from winding up in our oceans. There is an increasing awareness amongst consumers of environmentally responsible products and the impact of discarded plastic packaging on our oceans, so the use of ocean plastics in packaging makes the product more desirable to such consumers.

### What are key considerations for Ocean Bound plastics?

- Available in HDPE, PP, and PET. FDA and food-grade compliant options.
- Cost is 2 times or more that of virgin resin.
- Material odor may be present depending on where it's sourced from. Sampling is key.
- Supply has improved. The materials are sourced from all over the world, spanning 6 continents, to ensure material is readily available.
- Pellets are available in a broad range of colors, including clear. Color variation is expected.

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SUSTAINABILITY

# PRODUCTS USING OCEAN PLASTIC



Head & Shoulders



Fairy



REN Clean Skincare



ColorProof



ZenWTR



Moo Yoghurt



Method



Windex



HUM