

Name: Better Packaging Co.
Country: New Zealand
Incorporated: 2018
Fund: Katapult Seed Fund 1



Problem:

Every year, 300 million tonnes of 'virgin' plastic is produced annually. Of that plastic, 40% is made into single-use packaging which is largely responsible for the 5-13million tonnes of plastic leaking into our oceans every year – a figure expected to triple by 2040. Most plastic enters the ocean via land and over 80% of that comes from rivers and coastlines within Southeast Asia. These are also some of the poorest communities in the world impacted by the compounding effects of climate change and pollution.

Solution:

Better Packaging Co. has developed POLLAST!C, the world's first mailing satchels and poly bags made from 100% recycled ocean bound plastic pollution. This packaging has a carbon footprint 75% smaller than traditional virgin plastic. POLLAST!C is a truly high impact solution set to disrupt the \$50 billion eCommerce packaging industry. By acting responsibly and ethically, they also improve the livelihoods of people in the worst affected communities.

Impact:

"We have now rescued hundreds of tonnes of certified ocean bound plastic pollution and recycled it into packaging for apparel brands, a large soft drink brand, supermarkets and thousands of eCommerce merchants around the world. We have turned it into mailing satchels, poly garment bags, wrap and zip lock bags. The potential is huge. We like to say it's Packed with Impact."

Kate Bezar
Co-founder, Better Packaging Co.

