



# WE ARE ON A MISSION TO MAKE PACKAGING DISAPPEAR

That's because we don't believe reduction is enough. Instead, we want to end packaging as we know it. **The world needs to change, and we are leading the way.**

# NOTPLA

# 91%

**OF ALL THE PLASTIC  
EVER PRODUCED HAS  
NOT BEEN RECYCLED**







# BIOPLASTICS ARE NOT THE ULTIMATE SOLUTION

Bioplastics are often labelled  
“compostable”.

Some bioplastics cannot be home composted as they need specific conditions to break down, and access to industrial composting facilities are scarce. In many cases they end up being incinerated, in landfill or in our oceans.

# PROOF TESTED BY NATURE

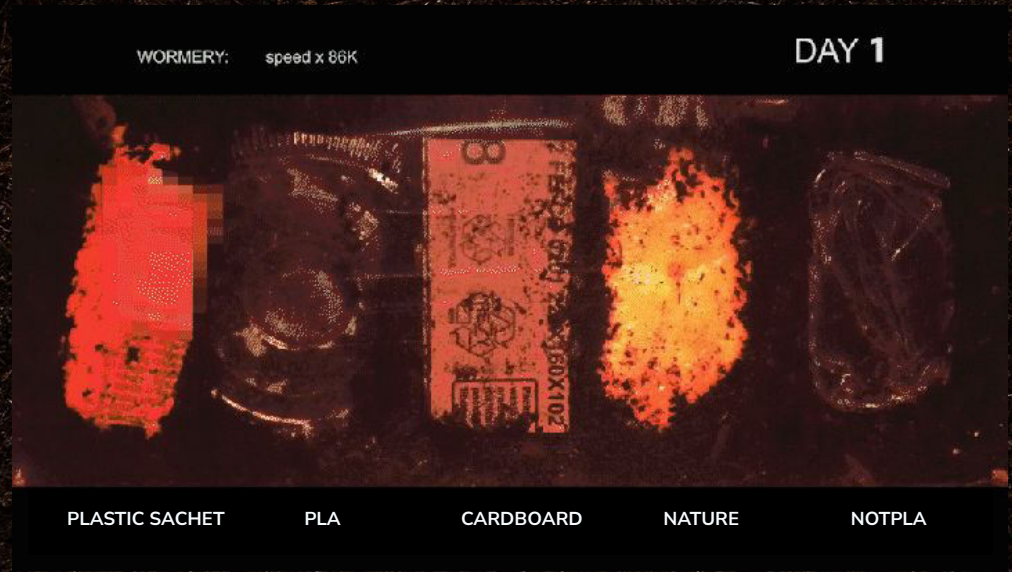
We test all of our packaging in simulated outdoor environments from the soil to the ocean. Ticking the only box that matters, Nature.

- Made from seaweed and plants
- 100% plastic and bioplastic free
- Naturally biodegradable
- Home compostable



# Don't just take our word for it

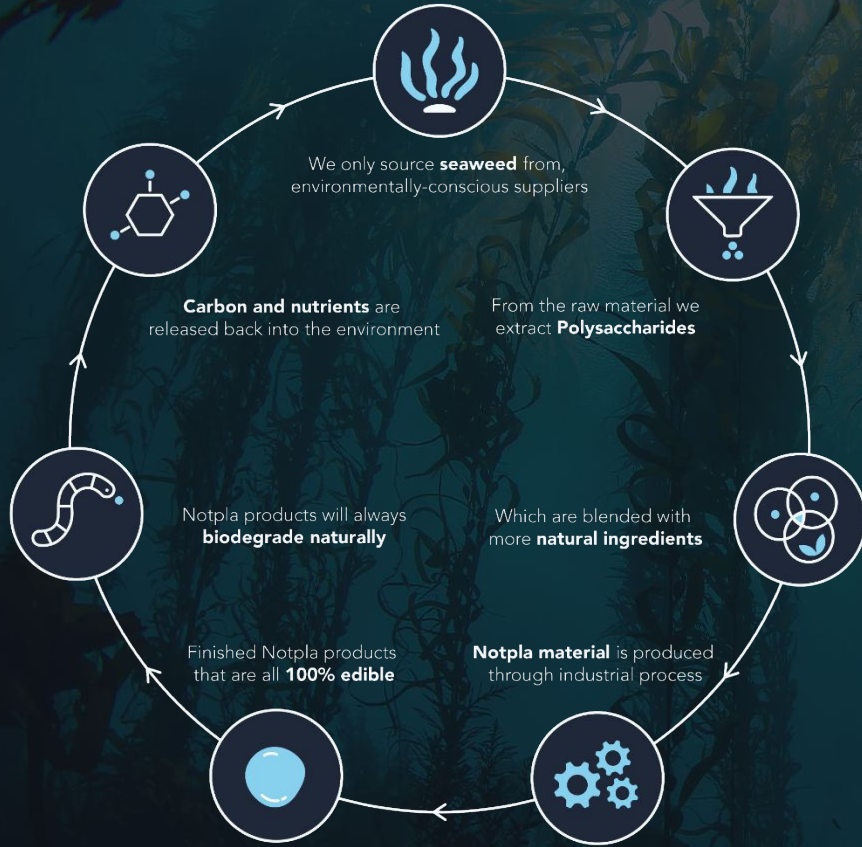
We tested five materials on their compostability. After 28 days, only the Notpla material, and the orange peel had been eaten by the worms.



A background image of seaweed floating in water, with a green-to-blue color gradient overlay. The seaweed is dark green and brown, with long, flowing blades.

# **WE MAKE OUR PACKAGING FROM SEAWEED; ONE OF NATURE'S MOST RENEWABLE RESOURCES**

We only use sustainably-sourced seaweed from responsible, environmentally-conscious suppliers.



# THE GAME CHANGING PROPERTIES OF SEAWEED

- Grows rapidly, is globally abundant and readily available
- Doesn't compete with food crops for land
- Doesn't need freshwater or fertiliser to grow
- Actively sequesters CO<sub>2</sub> and de- acidifies the oceans

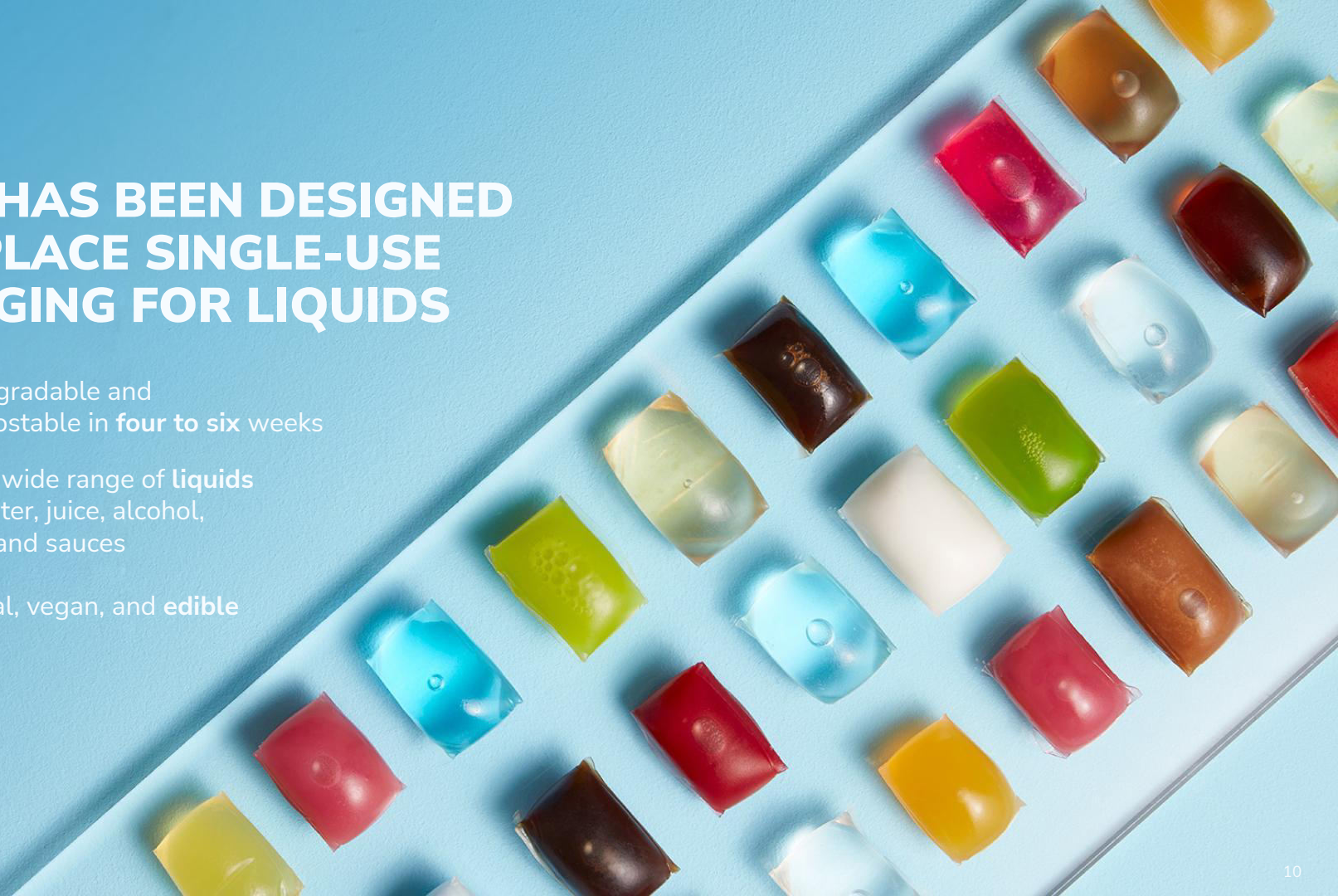


OOHO



# OOHO HAS BEEN DESIGNED TO REPLACE SINGLE-USE PACKAGING FOR LIQUIDS

- 100% biodegradable and home-compostable in **four to six** weeks
- Perfect for a wide range of liquids including water, juice, alcohol, condiments and sauces
- 100% natural, vegan, and **edible**



# AN EXCITING VESSEL FOR JUICES AND COCKTAILS

The easy grab-and-go nature of Ooho drinks have been a success at large event settings, sports and festivals.

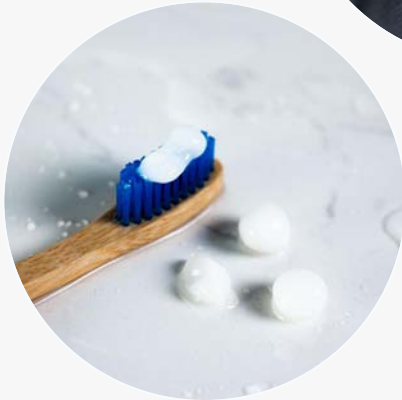
You may have already seen Ooho at the London Marathon, Roland Garros, or Glastonbury Festival.





## A REVOLUTIONARY ALTERNATIVE TO THE PLASTIC SACHET

The go to for fresh or takeaway applications



# Pearls

**Pearls are seaweed packaging for single use doses.**

Using our innovative spherification technique we have created smaller, biodegradable packages for a wide range of liquids.

- Shampoo, body wash, and conditioners
- Energy gels
- Lip gloss
- Toothpaste
- Sun creams
- Coffee

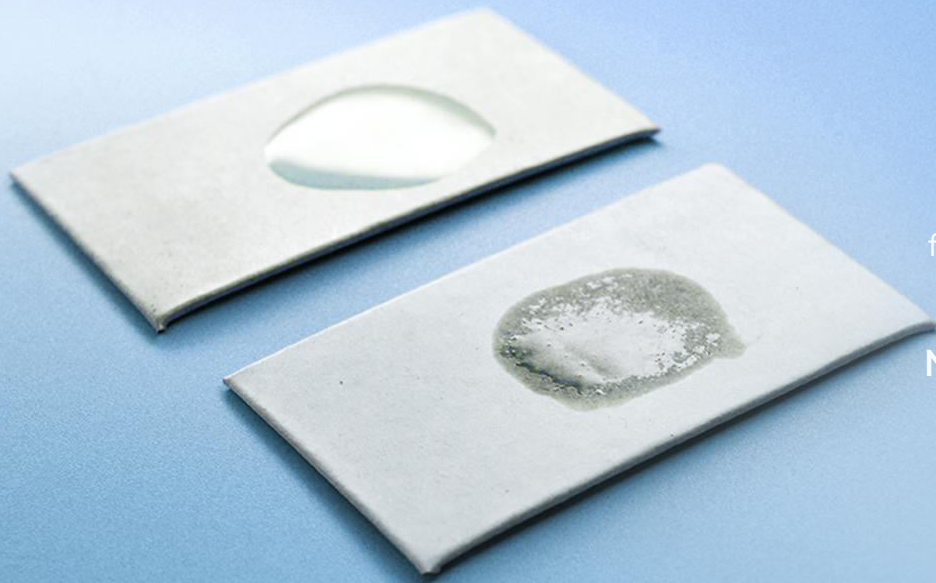
# Notpla Coating

finally a box that is truly

**MADE TO  
BIODEGRADE**

~~-plastic~~  seaweed


**NOTPLA**



## COATED VS UNCOATED BOARD

The best way to understand why greaseproof and water-resistant qualities are so vital for food packaging is to compare how both boards cope with an application of olive oil.

**Notpla Coating is easily wiped clean.**

A hand is holding a white, rectangular cardboard food container. The lid is open, and the text is printed on the inside of the lid. The text is in blue and black. The background is a white circle on a dark blue background.

**4,700 SYNTHETIC  
ADDITIVES**  
USED IN PAPER TO REPEL  
WATER AND OIL

## **JUST EAT CHALLENGED US TO SOLVE THE PLASTIC PROBLEM FOR THEM**

Because the current recycling methods aren't working. Most food packaging uses plastic or Bioplastic to make cardboard greaseproof, this makes it difficult to recycle in the process.



# JUST EAT LAUNCH

We teamed up with the online food delivery service Just Eat in the UK and in the Netherlands to launch the world's first seaweed-lined takeaway box in the delivery sector.

**350,000**

plastic boxes

**46,000**

plastic sachets

Saved from entering into the waste stream so far.



# WE NEED A FOOD CONTAINER THAT IS FULLY BIODEGRADABLE

Notpla Coating gives board greaseproof and water-resistant qualities, but it's made from seaweed and designed to naturally biodegrade.

**After less than six weeks Notpla coated board is fully degraded.**



*In the PLA and PE examples, the boards that were coated has been degraded, but the coating itself remains completely untouched.*

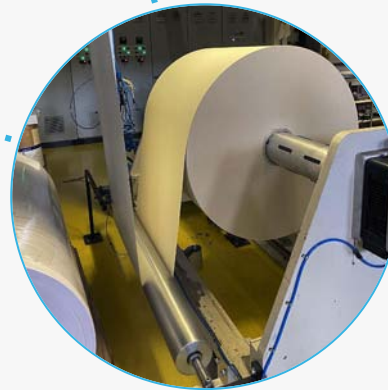
# COMMERCIAL VISION

Our commercial vision reaches all stages of production.

Coating powder supplied to  
coaters and paper mills



Food Packaging classic or custom  
packaging solutions for food service



Coated board supplied to  
paper converters

# Notpla Film

OLIVE  
OIL

PACKAGING MADE FROM  
NOTPLA

PACKAGING MADE FROM  
NOTPLA

# PUSHES THE BOUNDARIES OF PACKAGING INNOVATION

**Water Soluble Film breaks down  
without releasing microplastics, unlike  
most conventional dissolvable  
packaging.**

And we're always looking for the next application  
to industrialise our formulation.



# THE FUTURE OF FLEXIBLE PACKAGING

Designed to replace single use plastic for dry goods and powders.

Notpla Film has versatile and customisable properties suitable for a broad range of applications from sachet packaging to tray sealing. Available in rolls and intended for mass production in existing supply chains.

Branding can be achieved through a selection of available colours, opacities, and textures. As well as direct printing onto the film using various inks, including food safe options.





**NOTPLA**

The logo for Notpla, featuring the word "NOTPLA" in a bold, white, sans-serif font. The letters are slightly irregular and have a splatter effect, particularly on the 'O' and 'A', suggesting a liquid or organic nature. The background is a dark blue gradient with a subtle wave pattern.

# NOTPLA

**Join us in making packaging disappear.**

For more information about Notpla or any of our products, and current or future commercial availability contact us on [info@notpla.com](mailto:info@notpla.com)