

ice blocks!

Marine Safe Packaging

We would like to bring your attention to what we believe is an important packaging innovation and one which could, if widely adopted, significantly positively impact environmental damage to our oceans and land.

Not only are our ice blocks the best many people have ever tasted we are also proud that they are wrapped in specially designed marine safe packaging film, a worldwide first. Unlike normal plastic which can take centuries to degrade, our wrapping will bio-degrade within 24 days in the ocean, river, storm sewer and compost heap into carbon dioxide, water and biomass. It bio-degrades in a similar way to paper and the end product is non toxic and able to support life. This means it will not kill or maim the thousands of marine turtles, sea-birds and other marine wildlife that plastic does each year. Furthermore primarily because the packaging film is produced from wood harvested from sustainably managed eucalyptus and aspen forests it has a carbon neutral status.

Our sticks are made from odourless and tasteless Australian Hoop Pine (*Araucaria cunninghamii*) a native to north eastern Australia, harvested from pesticide free sustainable forests in Queensland. They are manufactured in Gladstone, QLD. Hoop Pine ice block! sticks decompose naturally after being discarded and exposed to the elements.

Just because our packaging is marine safe however does not mean you should be irresponsible with litter. What it does mean is that those accidents that do happen don't have long lasting or time consuming consequences. You can feel confident that your convenient and delicious treat is not accompanied by a litter problem that literally lasts centuries.

We are also proud that much of our advertising material is made from recycled waste in particular broken surf boards and discarded children's chalk boards. The broken surfboards are cut to look like x25 x50 or x100 sized versions of our ice blocks, a wooden stick is bolted on and they are used to display menus or as large signs.

Links: <http://www.surfrider.org.au/>, <http://www.oceancare.org.au/>, <http://www.riseaboveplastics.org/>, <http://www.theplastiki.com/>, <http://www.algalita.org/>, <http://www.projectkaisei.org/>

For more information about Innovia's compostable NatureFlex™ film visit <http://www.innoviafilms.com/products/market/biodegradablesustainable>

Research by the University of Queensland's Moreton Bay Research Station found that found that marine rubbish was the leading cause of sea turtle deaths.
<http://www.uq.edu.au/news/index.html?article=14238>