



DESCRIBING YOUR VEGWARE PACKAGING

Here's some text for your chalk board, website or on social media

Our plant-based catering disposables are made from
RENEWABLE, LOWER CARBON, RECYCLED or RECLAIMED MATERIALS

Do say:	Some examples:
<ul style="list-style-type: none"> • Plant-based • Made from plants • Renewable 	<ul style="list-style-type: none"> • Our cups and lids are made from plants • We only use plant-based disposables, made from renewable materials
<ul style="list-style-type: none"> • Please don't litter <p>Vegware isn't designed to biodegrade out in the open, and litter damages our environment and wildlife</p>	<ul style="list-style-type: none"> • Please don't litter – put it in a bin • Please don't litter – put it in general waste
<p>Only if you're able to compost:</p> <ul style="list-style-type: none"> • Compostable 	<ul style="list-style-type: none"> • Our disposables are compostable. Put them in the FOOD WASTE & COMPOSTABLE PACKAGING bin. • We compost Vegware. Put it in our FOOD WASTE & COMPOSTABLE PACKAGING bin. It'll be composted in under 12 weeks, to feed soils & help plants grow. • We COMPOST – use our FOOD WASTE bin.
<p>Only if you're in the Composting Collective:</p> <ul style="list-style-type: none"> • Composting Collective 	<ul style="list-style-type: none"> • We're part of a network of local cafés called the Composting Collective. We accept used Vegware brought in by customers for composting, even if it was bought elsewhere. • We compost Vegware packaging as part of the Composting Collective – independent businesses united in reducing waste. Spot us by our window stickers and in-café posters! • Now, you can buy a takeaway coffee from us and drop it in a bring-back bin at another Composting Collective site. And vice-versa. Collectively, we can ensure our compostable cups, containers, and cutlery are composted.

Don't say:

- **Degradable.** This is a very broad and fairly meaningless term. It's often mixed up with oxo-degradable, so best avoided. Oxo-degradable plastic is conventional plastic with an additive to make it degrade into little flakes of plastic. This isn't suitable for plastics recycling or composting, and is most likely just to break up and pollute our soils and seas with little fragments of plastic. That's why the EU is considering banning oxo-degradable plastics.
- **Biodegradable.** This term is meaningless without saying the timescale or conditions in which something can biodegrade. Wood is biodegradable, but a log cabin can stand for generations. Compostable means that it can biodegrade in under 12 weeks in industrial composting. All Vegware packaging is compostable.
- **Combustible.** Yes, many people say this by mistake.

Need a sentence? Here are some options:

- We use Vegware. Our plant-based catering disposables are made from renewable, lower carbon, recycled or reclaimed materials.
- Our plant-based catering disposables are made from renewable, lower carbon, recycled or reclaimed materials, and can all be composted with food waste where accepted.
- Our award-winning disposables are made by Vegware, the global specialist in plant-based compostable foodservice packaging. Vegware's plant-based catering disposables are made from renewable, lower carbon, recycled or reclaimed materials, and can all be commercially composted with food waste where accepted.
- Vegware is a manufacturer and visionary brand, the global specialist in plant-based compostable foodservice packaging. Vegware's plant-based catering disposables are made from renewable, lower carbon, recycled or reclaimed materials, and can all be commercially composted with food waste where accepted.



LET'S CONNECT ONLINE

SOCIAL MEDIA

Tag @vegware so we can say hi.

YOUR WEBSITE

Link to www.vegware.com for your clients to find out more. Email comms@vegware.co.uk for our logo too.

Questions about messaging?

Vegware's Communications team is here to help

info@mixpack.ee or +372 560 57 537