



## FOAMAROMA® AND THE ENVIRONMENT

There are many great ideas and new technologies for reducing man's negative impact on planet Earth. Two simple concepts that can be put into action immediately are to use less and reuse more. FoamAroma® contributes to this endeavor by incorporating these two aspects into its design and manufacturing.

### USE LESS

FoamAroma, like most disposable plastic hot drink lids, is made from polystyrene, a material derived from petroleum. One way to consume less polystyrene is to use less material per lid. Below are the average weights of FoamAroma and the same size polystyrene lids from two other globally popular brands.

FoamAroma uses less material per lid than both of them.

- FoamAroma = 2.9 grams
- Brand A = 3.7 grams (26% more than FoamAroma)
- Brand B = 4.0 grams (38% more than FoamAroma)

### REUSE MORE

The fat in warm milk reacts with polystyrene causing it to become brittle and crack. This phenomenon is called Environmental Stress Cracking (ESC). FoamAroma uses an Environmental Stress Cracking Resistant (ESCR) grade premium blend that is flexible and resists cracking. The ring where the lid seals to the cup is pliable which helps to maintain a tight seal over the seam in the cup and to adapt to a variety of cup brands. Because FoamAroma resists cracking the lid can be reused. All that needs to be done is rinse out the lid from the bottle of water in your car, shake it dry, and throw it in the glove box for next time. Just think if everyone reused each lid just once we would reduce the coffee lid contribution to landfills by a whopping 50%.

### WHAT ABOUT COMPOSTABLE PLA MATERIALS?

FoamAroma lids are not made with compostable material because at this time (March 19, 2015) compostable lids made from PLA resins do not hold up to the heat of steam from coffee and tea. This is according to personal conversations with Jason Whelan, the co-developer of Ingeo (patented PLA material used for most compostable lids) and other sources. There are some new crystalized PLA materials being developed from non-GMO plant sources that reportedly handle the high heat released from steam, but they are not available at this time. Plus, many consumers can detect an off gas from PLA lids and cup linings when exposed to hot liquid which taints the drink's aroma. FoamAroma has a singular goal of delivering the highest quality products and drinking experience. We will do nothing to add negative influences that interfere with this goal.

### WHAT ABOUT RECYCLE CONTENT POLYSTYRENE?

LidWorks, the manufacturer of FoamAroma, has the capability to make FoamAroma from polystyrene with recycle content. FoamAroma is currently evaluating polystyrene blends with post-consumer and post-industrial recycle content.