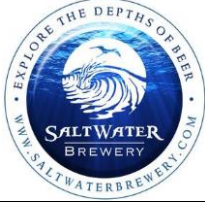



[EDIBLE SIX-PACK RINGS/SALTWATER BREWERY]

TITLE	Saltwater Brewery develops biodegradable and edible six-pack rings
COMPANY / ORGANIZATION	
KEYWORDS	Biodegradable, edible, plastic-free
INDUSTRY AREA(S) AFFECTED	Point of purchase – Retail Storage and transport Waste
ISSUE ADDRESSED	Plastic waste is a persistent and severe problem in the oceans. Conventional six-pack rings are one of the worst types of plastic that end up there, and have devastating effects on the ecosystem. Despite many states in the U.S. requiring conventional plastic rings to be made from low-density polyethylene that breaks down under sunlight within 90 days, they still pose a serious threat to marine wildlife via ingestion, strangulation, or starvation due to impaired feeding ability.
SOLUTION	<p>Saltwater Brewery has created 100% biodegradable and plastic-free rings to hold canned beverages. Made from wheat and barley – by-products of the brewing process – these rings can be consumed safely by wildlife while reducing the amount of plastic waste going into the oceans. Additionally, they begin to break down within hours, preventing the strangulation and death of wildlife that become trapped in the rings.</p> <p>The first 500 edible-ring prototypes were created via 3D printing, with plans to produce 400,000 per month. Each set of rings costs 10-15 cents a unit on craft beer that retails for \$10 a pack and up. Preliminary consumer trials have indicated that they are strong and durable. It is hoped that more craft breweries and large beer companies adopt this technology in order to lower manufacturing costs.</p> 
EXPECTED BENEFITS	Environmentally-friendly: Saltwater Brewery's edible six-pack rings have the potential to solve part of the ocean's plastic waste problems. They are harmless to wildlife compared to conventional plastic rings, while also serving as a source of food. If not consumed, they break down very quickly. If the rings become widely adopted by the industry, lowered production costs could mean a complete phase out of conventional plastic rings.
CASE LINK	AIPIA, <i>Brewery Creates Splash with Edible Ring-pulls</i> http://www.aipia.info/news-Brewery-Creates-Splash-with-Edible-Ring-pulls-574.php

	Treehugger, <i>Edible six pack ring for beers is made out of brewing byproducts</i> http://www.treehugger.com/sustainable-product-design/edible-six-pack-ring-beers-saltwater-brewery-we-believers.html
CONTACT INFORMATION	Address: 1701 W. Atlantic Ave., Delray Beach, FL 33444 Phone: +1 561-865-5373 Email: Info@saltwaterbrewery.com