



OOHO BUBBLES

Edible packaging
for liquids





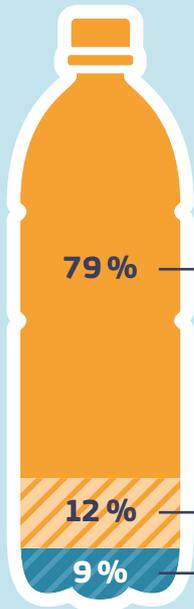
OOHO! AN INNOVATIVE ALTERNATIVE TO PLASTIC BOTTLES



Ooho is a new kind of packaging made from seaweed that can contain liquids and semi-liquids in a naturally biodegradable membrane.

OOHO WATER, EDIBLE AND BIODEGRADABLE

Made by Notpla, a start-up pioneering the use of seaweed extracts and plant-based ingredients to create **alternative solutions for single-use packaging**, Ooho is an edible packaging that can contain beverages and condiment sauces. Oohos are **100% home compostable** in a matter of weeks. Ooho arises from the need to find an alternative to the millions of plastic bottles that are used and discarded every day for water and other beverage consumption. It is important to note that the vast majority is not recycled and ends up damaging the environment.



WHERE DOES THE PLASTIC WASTE GO?

79% is sent to landfills, dumps or into natural environment

12% gets incinerated

9% gets recycled

Source: <https://www.unenvironment.org/interactive/beat-plastic-pollution/>

What is it made of?

The way nature encapsulates liquids is truly inspiring. From egg yolks to our own cells, nature uses membranes to protect precious contents from the outside. Ooho has focused its efforts on creating a **cost competitive sachet** made from an abundant natural resource that disappears as quickly as natural food waste: **seaweed**. Our material can in fact be treated just like food and disposed of as food waste, but even if it goes in the general waste and ends up in landfill it will **degrade to its original elements**. The circularity here is in its rawest form of biological recycling, with the material breaking down into basic biological molecules that can be used again by seaweed or other organisms to grow.



***We make
packaging
disappear!***

Notpla Ltd.

Seaweed is one of nature's most renewable resources. It grows fast, **up to 1 meter per day**. It doesn't compete with food crops for land, unlike biosourced plastics such as polylactic acid (PLA). Seaweed doesn't need fresh water or fertiliser to grow, it can virtually be farmed or harvested on any coastline. Seaweed is also a great carbon sink. As any plant does, seaweed actively **sequesters CO₂** but also participates in the de-acidification of the oceans.

Ooho could massively reduce the waste problem at major events such as concerts, festivals and sporting events by **replacing plastic cups and bottles**. Notpla provided 35k oohos for the runners of the London Marathon in 2019.

WANT TO LEARN MORE?

Producer

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UNFOLD ME



Materials impact the environment, society and economy. Under Horizon 2020, the EU's research and innovation programme, about €2 billion in EU funding, has supported research in advanced materials.

More information on EU funding:

<https://europa.eu/!MJ49rK>



European Commission

www.ec.europa.eu/info/research-and-innovation_en

Concept & Design

www.lekkerwerken.design

www.haute-innovation.com

Realisation

www.triplea.be



OOHO BUBBLES

Edible packaging

BENEFITS FOR US AND OUR ENVIRONMENT



cheap to
produce



no waste



biodegrades
after 4 – 6 weeks

WHAT WE LEAVE BEHIND

On average, the lifestyle of every European leaves about 31 kg of waste material from plastic packaging per person every year. Since this has not always been properly recycled or landfilled in recent years, plastic waste has found its way into nature and the oceans in many places, with a negative impact on our ecosystems.

The European Commission plans to massively reduce the amount of plastic waste by 2030. As a strategy, all plastic packaging should be recyclable by the end of the decade.

80%
of marine waste has its
origin ashore, about 3/4 of
it are made of plastic

1 m.
seabirds per year
are dying of
plastic waste

31 kg
of plastic waste
within EU per person
every year



by
2050

more plastic parts
than fish will be
floating in
our seas

up to
450 years

endurance of plastic
pollution to end up
as microplastics



150 million tonnes of plastic currently
circulates in Earth's
marine environments

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#EUGreenDeal



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