

# F O R I M M E D I A T E R E L E A S E

Contact: Julie Lucido  
(559) 322-0203



## **EARTHCYCLE PACKAGING INTRODUCES SLEEK NEW LINE OF TRAYS SPECIFICALLY DESIGNED FOR FRESH PRODUCE AT PMA**

Today, being sustainable doesn't mean you can't look stylish! That's the message from Earthcycle Packaging Ltd., a leader in the sustainable packaging industry, who will be unveiling their new line of backyard compostable trays available in two colors at this year's PMA Fresh Summit in Orlando.

This contemporary and functional new tray line was specially designed for the agriculture industry, with optimal protection and merchandising in mind. They're perfect for retailers with true environmental programs, as these high impact trays not only come in the traditional "natural earth" color, but also in new, sleek black for eye-catching displays. They are ideal for tomatoes, avocados, kiwi, stone fruit, mangos and apples, just to name a few, as well as any commodity that needs a higher level of protection in shipping between packing and the store.

While other products on the market today may be certified compostable but not readily recyclable, all of Earthcycle's products are 100% compostable and recyclable. Made and molded to hold almost any fresh product, a wide variety of trays and designs are available, covering the gamut of product applications. And whether it's the built-in cup options this new line offers or the "flat bed" version that makes the most sense for the commodity being packed, everyone from the packer to the consumer can feel good that these renewable trays can be composted in as little as 90 days.

"These attractive new trays with their new 'design' colors are already a hit!" says Shannon Boase, Earthcycle CEO and Founder. "Not only do they look good to the consumer, but they're good for the environment, making them the perfect choice for retailers and packers everywhere."

Earthcycle Packaging was founded in 2005 to produce durable, safe and environmentally responsible packaging alternatives from renewable palm fiber that would help reduce North America's mounting waste problem. Using palm fiber to create global-friendly packaging products has not only helped revolutionize the industry, but will ultimately reduce the environmental and health hazards brought on by plastics and reduce our dependency on petroleum products, as well as create a better quality of life and working conditions for those affected by the incineration of palm waste. Since its launch, Earthcycle has become a trusted, award-winning leader in providing certified home compostable packaging across North America, protecting and displaying both conventional and organic fresh produce in Wal-Mart, Wegman's, Trader Joe's, Publix, Kroger, Whole Foods, Loblaw's and Sobey's retail locations, just to name a few.

Everyone is invited to view Earthcycle's exciting new full tray line in person at Earthcycle's PMA Booth #5352 in Orlando. For further information, or if you have any questions, please call Julie Lucido at (559) 322-0203 or email her at [julie@marketingplus.tv](mailto:julie@marketingplus.tv) for additional details.