



FOR IMMEDIATE RELEASE
Photos Attached

Earthcycle unveils new produce packaging designs

Vancouver, BC -- Vancouver-based Earthcycle packaging proudly announces the successful unveiling of three new produce packaging designs, currently available at more than 2,500 select retailers in Canada and the US. Earthcycle packaging is made from the renewable resource palm fiber, which composts in less than 90-days, turning into a healthy contribution to the soil.

Developed as a result of ongoing client feedback, Earthcycle designed new produce containers in response to clients demands to pack a wider assortment of fresh produce in Earthcycle.

“Earthcycle’s packaging is an ever evolving process,” says Shannon Boase, President and Founder of Earthcycle. “We are fortunate to be working with fantastic clients who provide valuable feedback to help grow Earthcycle’s palm fiber packaging business by creating sustainable packaging options with a wide number of applications”

Earthcycle’s latest three packaging designs are labeled as EC 102, EC 105 and EC 110. Each application is created to package a wide range of fresh produce, including squash, apples, pears, peaches, peppers and zucchini.

“The packaging trade is quickly adopting Earthcycle on a large scale and are continuously seeking new ways to use the innovative material,” says Mark Dahn, Midwest Sales, Monte Packaging Company. “Earthcycle’s new produce designs speak to the industry’s need for sustainable, standardized packaging. We are delighted with the results.”

Earthcycle’s latest in compostable produce packaging is currently available at all major natural and organic retailers, including Whole Foods, Safeway, Wegmans, Wild Oats and Trader Joe’s.

About Earthcycle

Earthcycle has used the design brilliance of nature to develop innovative sustainable packaging made from a renewable resource, called palm fiber, which composts in less than 90-days, turning into a healthy contribution to the soil.

Earthcycle’s President, Shannon Boase, was first introduced to palm fiber packaging while managing a technology commercialization fund for the Malaysian government from May 2002 to July 2004.

-more-

It is Boase's hope that in the near future –when more municipalities implement green-waste programs and household compost bins are commonplace – that consumers will make a green decision and seek out Earthcycle packaging, not only halving their household waste through composting, but reducing the negative impacts of the landfilling of ordinary plastics.

-30-

For more information on Earthcycle, or to learn how you can get involved, please visit www.earthcycle.com.

Reference:

Laura Murray

Curve Communications, Media Relations

T: 604.684.3170

C: 604.306.0027

lmurray@curvecommunications.com