



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.

WHAT ABOUT COMPOSTABLE PLA MATERIALS?

FoamAroma lids are not made with compostable material because at this time (May 1, 2019) 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). Another topic expert confessed that PLA lids begin to soften when the drink temperature is above 140 °F (60 °C). 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 and thus flavor. 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?

FoamAroma is made from polystyrene, a class #6 plastic that is recyclable. Check with your city waste management department for processing in your area.

REUSE MORE

The fat in warm milk reacts with polystyrene causing it to become brittle and crack. 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 and just because it is labeled as "disposable" it does not need to be thrown away after a single use. 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%. Did you know that FoamAroma is dishwasher safe in the top rack?

USE LESS

The premium blend of plastics used to make FoamAroma allows it to be made from a thinner sheet of plastic. Here 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)