Stella McCartney Converts to TIPA Sustainable Packaging Solutions
And Highlights the Issue of Single Use Industrial Plastic
Continuing in the brand’s Ongoing Commitment to Sustainability and Eco Innovation.

September 27th 2017. Staying true to Stella McCartney’s ongoing commitment to sustainability, the brand turns to the Israeli based start-up developer and manufacturer, TIPA for their breakthrough bio-based, fully compostable flexible sustainable packaging solutions. The brand has committed to convert all industrial cast film packaging to TIPA plastic which is designed to break down into compost, a step towards a solution for the massive problem of plastic waste. In celebration of this ground breaking solution, the envelopes for the guest invitations to the Stella McCartney upcoming Summer 2018 fashion show on October 2nd in Paris have been made by TIPA using the same process as the compostable plastic cast film.

Plastics used for packaging, both food and non-food, account for a staggering two-thirds of the world’s plastic waste. And it takes over hundreds of years for conventional plastic to breakdown. Out of the nearly 300 million tons of plastic produced every year, half is for single use. Therefore sustainability solutions and eco packaging remains a critical topic for brands as it looks to eliminate and reduce plastic waste in all forms within the value chain, as well as meeting industry guidelines for biodegradability and self-regulation commitments.

As a vegetarian brand that never uses leather, fur, skins or feather in any products for both ethical and environmental reasons, Stella McCartney has made a firm commitment to being a responsible and modern company. By working with TIPA, Stella McCartney continues to turn this pledge of sustainability into solutions.

TIPA offers the same properties as conventional plastic packaging but with an end of life solution that enables the packaging to safely biodegrade in compost, in the same way as organic waste does, like the peel of an orange. The unique technology TIPA uses is based on fully compostable polymers. The films are manufactured with particular formulas developed by TIPA and protected by several IPs. The fully compostable films break down to small pieces that are then eaten by bacterias that allow for natural recycling – this is what turns the package into fertilized compost. TIPA’s plastic solutions are just as transparent, durable and impermeable as ordinary plastic packaging. However, unlike other commonly used materials on the market, TIPA packaging can be disposed along with food waste – returning to nature with no harmful impact on the environment.

Stella McCartney stands by TIPA’s vision that plastic packages will become a natural part of our organic waste, and so nature won’t even notice we were here.

About TIPA:
TIPA was founded to create viable plastic packaging solutions. TIPA’s technology is about making the promise of bio-plastics real, based on deep technology innovation and multiple patents. The vision behind TIPA was to resolve the challenge of creating sustainable flexible packaging by creating advanced bio-plastics materials. TIPA envisions packaging that can be returned back to nature after it is used, just like an orange peel becomes a part of the food waste stream. Available for a wide range of packaging formats and products, TIPA products currently comprise stand alone and printed coextruded transparent and high-transparent cast films, which are sealable and printable on both sides and typically used for the packaging of fresh produce, apparel, and e-commerce products. For additional information, please visit: www.tipa-corp.com.
About Stella McCartney
Stella McCartney is a luxury lifestyle brand that was launched under the designer’s name in 50/50 partnership with Kering in 2001. Stella’s approach to design emphasizes sharp tailoring, natural confidence and sexy femininity. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand is committed to ethical values, and believes the company is responsible for the resources it uses and the impact it has on the environment. It is therefore constantly exploring innovative ways to become more sustainable, from design to store practices and product manufacturing. Stella McCartney offers women’s ready-to-wear, menswear, accessories, lingerie, swimwear, kids, fragrance and adidas by Stella McCartney collections through 51 free-standing stores including London, New York, Los Angeles, Tokyo, Hong Kong, Paris, Milan and Shanghai. Her collections are distributed in 77 countries through 863 doors including specialty shops, and department stores, as well as shipping to 100 countries online. For additional information, please visit: www.stellamccartney.com.

Note to the editor

Single Use Plastic Bag Facts:
• Americans use 100 billion plastic bags a year, which require 1.2 million barrels of oil to manufacture.
• It only takes about 14 plastic bags for the equivalent of the gas required to drive one mile.
• The average American family takes home almost 1,500 plastic shopping bags a year.
• According to Waste Management, only 1 percent of plastic bags are returned for recycling. That means that the average family only recycles 15 bags a year; the rest ends up in landfills as litter.
• Up to 80 percent of ocean plastic pollution enters the ocean from land.
• At least 267 different species have been affected by plastic pollution in the ocean.
• 100,000 marine animals are killed by plastic bags annually.
• One in three leatherback sea turtles have been found with plastic in their stomachs.
• Plastic bags are used for an average of 12 minutes.
• It takes 500 (or more) years for a plastic bag to degrade in a landfill. Unfortunately the bags don’t break down completely but instead photo-degrade, becoming microplastics that absorb toxins and continue to pollute the environment.¹

¹ http://www.biologicaldiversity.org