

Our Green Atlanta

volunteer, promote, collaborate, initiate and support green movements in Atlanta

- HOME
- CONSERVATION
- EDUCATION
- BE ACTIVE!
- FOOD!
- ABOUT
- WHAT'S YOUR STORY?

Recent Posts

Georgia-based plastics producer launches 100% biodegradable Earth Plastic™ material

Celebrate all things green at the Decatur Green Fest on May 2nd!

Enjoy local Georgia food every "Locavore Monday" at the Book House Pub!

A few quick Georgia recycling statistics...

Major progress made during Atlanta BeltLine Earth Day clean-up

Archives

- April 2009
- March 2009
- February 2009
- January 2009

Tags

« Celebrate all things green at the Decatur Green Fest on May 2nd!

Georgia-based plastics producer launches 100% biodegradable Earth Plastic™ material

Posted by **Our Green Atlanta** on April 26, 2009

As a world that relies heavily on plastic, it's always wonderful to hear of businesses and individuals doing their part to lessen the effects on our environment (in the U.S. alone, 60 million water bottles are thrown away DAILY, winding up everywhere from landfills to abandoned on the streets). This new plastic made from recycled plastics and is 100% biodegradable - so it turns back into a soil-like material (which is great for those products that can't be recycled after use or for people not inclined to recycle in the first place). Read on!

American Trade Products Launches 100 Percent Biodegradable Earth Plastic™ Material

Earth Plastic™ Paint Trays and Sundries Available at The Home Depot, Wal-Mart and Sherwin-Williams

ATLANTA – April 23, 2009 – American Trade Products (ATP), an industry leader in thermoformed plastic products, introduced Earth Plastic™, a revolutionary plastic material that is 100 percent biodegradable, made from recycled plastic and a proprietary blend of additives that enables it to break down in landfill and compost environments. It is also 100 percent recyclable. Unlike traditional plastics which do not biodegrade, Earth Plastic™ additives enable microorganisms to break down the molecular structure of the plastic into soil-like material that is not harmful to the environment.

First Earth Plastic™ Products: Paint Trays and Sundries

The first consumer products made with Earth Plastic™ are a line of 100 percent biodegradable paint trays and sundries currently available at The Home Depot, select Wal-Mart stores, and Sherwin-Williams across the country.

Earth Plastic™ can be used to manufacture thousands of eco-conscious plastic products which have the identical look, durability, function and shelf-life of non-biodegradable plastic products and are competitively priced.

Dan Limerick, president of American Trade Products, said, "After years of focusing on innovative, eco-friendly products, we are excited to introduce Earth Plastic™,

which we believe can transform the plastics industry. We are improving the environment with products that are not only totally biodegradable but are also made with millions of pounds of recycled plastic that could otherwise sit in landfills indefinitely.”

Earth Plastic™ is a natural extension of ATP’s 20-year commitment to providing consumers with earth-friendly yet competitively priced products. Whether disposed of in landfills, compost heaps or other locations, Earth Plastic™ products biodegrade within approximately two to five years depending on conditions.

Earth Plastic™ additives have been tested and certified as biodegradable by independent laboratories using American Society of Testing Materials’ (ASTM) standard methodologies. ASTM International is one of the world’s largest and most reputable organizations for developing technical standards for materials, products, systems, and services.

About American Trade Products

Based in Ball Ground, Ga., American Trade Products (ATP) is an industry leader in 100% recyclable thermoformed plastic products including painting, storage and plumbing lines. Products are currently available in America’s largest retailers such as The Home Depot, Lowe’s, Wal-Mart and Sherwin-Williams as well as numerous independent retailers nationwide. Founded in 1990, ATP has long been a pioneer in environmentally-friendly products. ATP products, made from 100 percent recycled plastic, prevent more than 60 million plastic bottles from entering landfills annually. ATP has recently introduced Earth Plastic™, a revolutionary plastic material that can be used in the manufacture of 100 percent biodegradable products. All products are proudly made in the U.S.A. For more information, visit www.americantradeproducts.com and www.earthplastic.com

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