

How Green Dot is changing the world

The problem of plastics pollution

There are more than 500 billion pounds of plastics consumed in the world, and this number continues to grow every year. It's no secret that plastic products do both good and harm. The enduring waste of plastic pollution has become ubiquitous in our world. Plastics are found contaminating our oceans, littering the landscape, threatening wildlife, and filling our landfills. We're using the petroleum resources used to make these plastics faster than we can find them. Consumer concerns about the deleterious effects of the toxins found in these plastics are rising.

This is not news to anyone, but the solutions are often confounding. Government is paralyzed and gridlocked. Too often, businesses must consider quarterly profits before sustainability. Despite their best intentions, people aren't nearly as green in their behavior as they are in theory. There's a logical reason for this: the ideas of "consuming" and "conserving" have almost always been exclusive of one another.

We need innovators who can change this dynamic, innovators who didn't get the memo that things can't be fixed, that everything is broken, that nothing can change. Green Dot is one of those innovators, contributing to a cleaner Earth, and giving consumers and manufacturers a sustainable alternative to petroleum based plastics that is not just greener, but better.

Why is Green Dot Different? - *A unique company with a unique product*

The company: Green Dot is led by plastic industry veterans with nearly a century of combined experience in the industry, but this is not your average plastics company. The team at Green Dot also includes product designers developing our own proprietary products and working with other manufacturers to place the company's pioneering bioplastic directly in the hands of millions of consumers. All of these products are made right here in the U.S.A., because sustainability is not just about materials, it's also about jobs, people and communities.

Since opening the doors to its corporate headquarters in Cottonwood Falls, Kansas, little more than a year ago, the company has achieved many impressive milestones including a research grant from the Kansas Bioscience Authority, commercial production capacity for its bioplastic resin, and the introduction of its first proprietary product which has already sold more than 50,000 units. The company's success has garnered the attention of Bloomberg's Businessweek who featured Green Dot as one of the top 25 social entrepreneurs in America for 2012.

The product: In the past bioplastic have been primarily thought of for disposable products like tableware, cups and bags. In the past compostable bioplastics were rigid and brittle with a low tolerance to heat. These products will only degrade in industrial composting environments and when left in a backyard compost, will remain for years. Green Dot's GDH-B1 is the first soft, pliable bioplastic that offers cradle to cradle integrity with no compromise in quality. It's strong and durable yet soft to the touch. It's designed for products that are made to last, but when its useful life has ended it can return to nature even in a backyard compost. The unique set of environmental and physical attributes make it ideal for products ranging from housewares to recreation and from pets to babies.

Can a small startup company change the world? Quite simply yes, by making materials and products that protect the Earth, not pollute it with enduring waste, by creating proprietary products and working with manufacturers to create high quality products that allow consumers to protect the Earth as they consume. This is how we change the world one innovative product at a time, so everyone can contribute to a more sustainable world.