

Cereplast®

The New Bioplastics Symbol



New Bioplastics Symbol

Laura Howard, a design student from the University of Louisville in Kentucky, created the [winning bioplastics symbol](#) in Cereplast's "Make Your Mark" contest. A Louisville native, the 29 year-old was awarded \$25,000 for her design. The goal of the "Make Your Mark" contest was to discover a new symbol that will help consumers to identify products and packaging made from bioplastics.

[Watch Laura win \\$25,000](#) and other event highlights including special guest speakers Gary Anderson, creator of the recycling symbol, and Zem Joaquin, founder of Ecofabulous.com.

We were also honored to have Stephanie Molen, Senior Field Representative for [Senator Fran Pavely](#) (creator of the Global Warming Act) attend our event. Ms. Molen presented special certificates on behalf of Senator Pavely to the top 3 finalists for their efforts to help preserve the environment through design.



Laura Howard winning.

Cereplast on Good Morning America & Other News



Cereplast on GMA!

A New *Champion* for Bioplastics

GMA's Sam Champion interviewed Nicole Card, Cereplast's VP of Marketing & Communications, to talk about the benefits of bioplastics. [Watch it now.](#)

The new bioplastics symbol has been getting a lot of media attention, including a recent article in the [Los Angeles Times](#).

The city of El Segundo, where Cereplast is headquartered, made a proclamation that April 21, 2011 is Cereplast Bioplastics Day. Mayor Eric K. Busch presented the proclamation to Cereplast CEO and

Chairman Frederic Scheer, which stated, "Whereas Cereplast, Inc. has conducted a national competition, 'Make Your Mark', to create a symbol that represents "bioplastics", demonstrating their commitment to educating and helping consumers make smarter purchasing decisions that help preserve and protect the environment..."



Cereplast Italia



Cereplast is establishing a bioplastics manufacturing plant in Assisi (Cannara), located in the Umbria region of Italy. Umbria is globally recognized for its commitment to caring for and preserving the environment.

The 100,000 ton capacity plant will be owned and run by [Cereplast Italia SPA](#), a wholly owned subsidiary of Cereplast, Inc. The new location will create efficiencies and enable continued expansion into the European market. This venture will be financed through local and regional Italian institutions, and is expected to receive subsidies from various state and local agencies.

Algae Hair Accessories

Cereplast & [The Barrette Factory](#) are excited to introduce the first algae-based plastic products - a chic collection of hair accessories.

Cereplast Algae-Bioplastics are designed to replace up to 50% of the petroleum content used in traditional plastics. Algae, a non-food crop, has the ability to absorb and minimize greenhouse gases from the industrial process, creating up to 45% less CO₂ than traditional plastics.



Algae Jaw Clip

Get Organized with Bioplastics



Modular Bioplastic Desk Organizers

The Rhombins are a modular 3-piece solution for getting your desktop organized, and can be arranged in myriad configurations depending on your needs or moods. Made with Cereplast bioplastics, they are an eco-friendly way to get organized, without sacrificing your design aesthetic. The Rhombins are made in the USA, just like the Cereplast resin, truly keeping the carbon footprint to a minimum.



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