

What does **Press Kit**
our tree free compostable
packaging have to do with
your healthy lifestyle...?



...Everything.

Be Green
PACKAGING LLC

Be Green...Live the ColorSM

Find out how throughout this press kit.
See the bubbles.

Company Profile

Mission

Our mission is to design, develop, manufacture, and distribute tree free, compostable food container packaging worldwide. Our express intent is to reduce our reliance on forested and petroleum based raw materials. Making this unique packaging available, affordable, and functional, we will catalyze positive change across many industries.

Why the Bulrush Fiber?

We work with the bulrush fiber as our primary source of material due to its fast growth, easy/non-invasive harvesting, durability, flexibility, rich color, pleasant texture, compostable and tree free nature, and lack of bleaching required in its pulping.



Who We Serve

We service Paper Distributors, Food Supply Distributors, Food Retailers (including: Supermarkets/Delis, QSRs, Club Stores, Big Box and Center of the Plate operations), Growers/Packers, Brokers, Institutions, and other specialized businesses needing green packaging solutions.

Our Team

Ron Blitzer, *Co-Founder / CEO*
Robert Richman, *Chairman / President—Manufacturing*
Megan Havrda, *Senior Vice President*
Gretchen Heine, *Director of Eco/Social Initiatives*
Allison Reed, *Vice President of Operations*
Eric Jen, *Supply Chain Manager / Account Manager*
Sarah Clement, *Office Assistant*

How To Dispose

Our products will compost in backyard compost piles as well as via your city's food waste pickup and industrial composting program in under 90 days.

Take care of your waste and create rich soils for future use.



Certifications, Standards & Social/ Eco Commitments

- Meet the standards of ASTM 6400-04 ASTM 6868. C-14 certified
- We operate under Social Responsibility Agreements and a strict Code of Conduct
- We do annual Carbon Offsetting with Green Mountain Energy/BeGreenNow
- Member, Sustainable Packaging Coalition & US Composting Council
- Active Eco Advisory Board
- Awarded Seal of Sustainability, 2009
- Cradle to Cradle Silver



What We Can Do For Your Company

- 1. DESIGN** We can design and deliver a bulrush replica of anything that is currently made out of paper, cardboard, plastic, or foam. We can create any shape or size, but no taller than 3 inches.
- 2. TEXTURE** We can do smooth to embossed textures (anything except a glossy finish).
- 3. COLOR** We recommend a natural look but can use natural dyes to achieve any color you request.

Distribution – We Stock Inventory

Warehouses located in: Southern California and Massachusetts

Headquarters

Please call to arrange a visit.
121 W. De La Guerra Street, Suite B
Santa Barbara, CA 93101

Tel 805.456.6088 Fax 805.456.6087

www.begreenpackaging.com



Be Green...Live the ColorSM

Mission & Vision



Mission

Be Green Packaging designs, manufactures, and distributes Cradle to Cradle™ certified, tree-free, compostable packaging for the food and industrial packaging industries.

Purpose

Be Green Packaging's business model has been created to address the international concern of teeming landfills and poor waste management. As a progressive, socially conscious, and for-profit company we are driven to create and offer not only alternatives to traditional packaging but also to educate our stakeholders, employees, suppliers and communities about their impact on the environment.

Our goal is to be a worldwide leader in the production and distribution of green packaging materials. The time is NOW for everyone to do his or her part. We are committed to offering the world a simple way to participate through the responsible use and disposal of packaging in their everyday life!

What does our tree free
compostable packaging have to
do with the air that you breathe?
...Everything.

Methane is the result of biodegradable materials such as food scraps, paper product and yard trimmings that are decomposing anaerobically, without oxygen, AND are becoming the number one source of human-caused methane. Methane is 72 times more potent than CO2 and is a major source of climate change. Composting your Be Green Packaging, food scraps and yard debris keeps these methane-producing items out of the landfill.



What does our tree free compostable packaging have to do with the children in your life?

...Everything.

Children comprise 20% of the population, but are 100% of our future. Listen to them, listen to your inner voice, do the right thing. Take one sustainable step each day. We are all in this together.

Quality

We manufacture well-designed, high quality, industrial and food-grade packaging made from annually renewable plant fibers at competitive prices.

Cradle to Cradle Mentality

We are committed to the full life cycle of our products. Our packaging utilizes annually renewable plant fibers, recycles water waste, reduces general waste, protects the environment, and returns healthy fertile soil back to mother earth through the process of composting.

Commitment to our Customers

We offer our customer the most thoughtful and transparent customer experience in the packaging industry.

Communication

We provide a dynamic and open company culture that allows our core values to permeate our management team, partners, vendors and sales associates.

Science & Technology

We maintain and advance our product's science-based certifications annually. We continually search out the best technologies to produce raw materials that are free of harmful chemicals and safe for the environment. We develop and enhance our product's science and technology to be sustainable and evolutionary by nature.

Abundance

From harvesting to manufacturing, transportation, warehousing and end user customers, we provide an abundance of educational information, transparency, entrepreneurial opportunity, and leadership.

Community

We donate our energy, time, and money to the communities where we do business so that our positive impact is social as well as environmental.

Fun Facts

About Bulrush Fiber (*typha orientalis*)

Be Green Packaging uses a proprietary blend of annually renewable fibers for its packaging products. Our primary fiber is bulrush. We love this durable, earthy fiber because it's:



EDIBLE

Bulrush is completely safe for human consumption. The leaves, stems, flowers, roots, seeds and pollen can all be eaten.

MEDICINAL

The pollen of bulrush plants is known to exhibit some medicinal properties including being taken internally to help treat kidney stones, lymphatic cancer, hemorrhaging and post-partum pains.

HAS VARIOUS USES

In addition to making packaging materials, bulrush can also be used to make writing paper, as a source of biofuel, string, and material for chairs, floors and hats.

GROWS IN THE WILD - NOT CULTIVATED - NOT A FOOD CROP

Our bulrush supplies grow wild in the low mountain areas and marshlands of Jiangxi Province in southeastern China.

REQUIRES ZERO CLEAR CUTTING

No clear cutting is involved in harvesting bulrush and there is no negative impact on the environment during or after harvest.

SUPPORTS SMALL BUSINESS

Approximately 50 small businesses are employed in the harvesting process. This helps supplement incomes and improve living standards.

ROBUST & FAST GROWING

Bulrush has robust physical characteristics and a rapid growth rate making it an ideal sustainable raw material for manufacturing compostable packaging products.

SELF-SUSTAINING

Bulrush is autotrophic (produces its own food) and can live for many years.

Also ask us about
our Be Green Light Line.

Commonly Asked Questions

About Bulrush Fiber and Our Products

Q: What shapes/sizes of food packaging can you provide?

A: *Be Green Packaging, LLC can replicate in bulrush anything that is currently made out of paper, cardboard, plastic or foam.*

Q: What textures can you create?

A: *We can do smooth to embossed and pretty much anything in between but we cannot do a glossy finish at this time.*

Q: What colors can you create?

A: *We can use natural dyes to achieve any color you request.*

Q: What is your minimum order?

A: *It depends on the item and the ordering history per customer.*

Q: Is your product waterproof?

A: *No. It can hold water for several hours. If placed in a bucket of water, it will soften and degrade.*

Q: Can your products be chilled and frozen?

A: *Yes, they freeze very well...they are comparable to plastic. As far as cooling, you can keep it in your refrigerator for up to a month (as long as it's not filled with tuna fish).*

Q: What is Be Green's price differential vs. competition and PET?

A: *Our products are price neutral with PET right now. We are price neutral with our competition in general.*

Q: Does Be Green sell/provide resources for overwrap options?

A: *Yes, we have names and resources to share for seals and oven wrap options.*

Q: Can the logo be on the outside of the tray instead of inside like it is now?

A: *Yes, it can be embossed on the side or the bottom.*

Q: What other items besides what we have seen as samples are in production?

A: *We are producing 25 other items at this time. We can provide a list upon request.*

Q: When is bulrush harvested and where?

A: *It is harvested in China from October-March but it grows across the Northern Hemisphere, and is very plentiful.*

Q: Could production and/or inventory ever get too tight?

A: *Not likely, we have very tight communications with our factories and our floor stock inventory in our two warehouses is always kept high due to our volumes and forecasts on a monthly basis.*

Q: Where are Be Green's distribution centers located?

A: *Taunton, MA and Los Angeles, CA.*

Q: How does your product stack and ship compared to foam?

A: *Our cube takes up 1/3 of the space as compared to foam. This is an obvious benefit in terms of cost savings for storage and freight..*

Q: Are your products FDA approved?

A: *No, the FDA is not in the business of approving packaging. Our products are not consumable items. Is a paper plate FDA approved? No, it is not. Our products do however have Material Data Sheets that we are happy to provide for you.*

**Thank you for
your interest in
Be Green Packaging.**

Eco-Social Commitments

Be Green Packaging goes above and beyond to enhance our customers' understanding of, and participation in, the green movement.

Be Green Packaging is a whole system packaging operation—from designing custom packaging to manufacturing to in-store education and marketing support to the creation of rich compost, we serve our customers with the highest quality fiber products with a life-cycle we can all be proud of:

Our Eco-Social Initiative is based on:

- 1) EDUCATING OURSELVES & OUR CUSTOMERS
- 2) REDUCING OUR ENVIRONMENTAL FOOTPRINT
- 3) GIVING BACK

To track and progress with our eco-social initiatives we formed an Eco Advisory Board. Renowned scientists, documentarians, educators, and philanthropists sit on our board and advise us on an ongoing basis.

Here is what we are currently doing regarding our 3 Environmental Initiatives:

EDUCATING

We operate under Codes of Conduct and Social Responsibility Agreements.

Our factories and supply chain are held to these agreements through internal audits and consistent communication.

Be Green Packaging is a proud member of The Sustainable Packaging Coalition

This is an industry working group dedicated to transforming packaging into a system that encourages economic prosperity and a sustainable flow of materials. Through their training programs we also support industry-wide education for ourselves and the entire supply chain.



We continually provide our staff and brokers with product specific education, training, and materials to expand their knowledge base on the web of influences and impacts that our sustainable packaging has and can have.

Their enthusiasm often drives us to create field trips for our staff and brokers to such places as food processing facilities, composting sites, and governmental meetings regarding environmental and waste stream issues.

And for the end user, say a grocery store chain, we provide complete marketing and educational support for their staff and customers, at launch and on an annual basis.

This includes: staff trainings, in store signage, radio and AD content, new store opening day support, and in store demo booths.

REDUCING

Be Green Packaging has achieved Cradle to Cradle Silver certification, making us the first packaging company to achieve this level of certification. Cradle to Cradle is a positive new approach to sustainability and prosperity that completes the loop of returning products back to their natural state.

The certification means that Be Green Packaging has met or exceeded the following requirements:



Eco-Social Commitments, cont'd.

- Product/material transparency and human/environmental health characteristics of materials
- Product/material reutilization
- Production energy
- Water use at manufacturing facility
- Social fairness/corporate ethics

Be Green Packaging also supports Green Mountain Energy projects, including adding wind, solar and biomass to the national grid. Through this company we are able to offset a portion of our carbon annually.

GIVING BACK

Be Green Packaging supports many non-profit organizations and events which we feel mission alignment with, for example, in 2008-2009 we donated money, time, and/or products to:

THE WHOLE PLANET FOUNDATION

Be Green Packaging is a founding member of the Whole Planet Foundation's Change for Change Fund. Our 2009-2010 donation will go to support their flax seed project in China. The Whole Planet Foundation is a private, nonprofit organization established by Whole Foods Market that provides grants to microfinance institutions in Latin America, Africa and Asia who in turn develop and offer microenterprise loan programs, training, and other financial services to the self-employed poor.

In 2008-2009 we also supported these non-profit organizations and events:

SANTA BARBARA INTERNATIONAL FILM FESTIVAL

The Brentwood showing of The Fuel Film, www.thefueelfilm.com

TIERRA SAGRADA

Be Green supported a benefit for the Fire and Ice gathering in Greenland July 2009, <http://www.sacredearthfound.org/>

BRIGHTSIDE SCHOOL

SANTA BARBARA HIGH SCHOOL JAZZ BAND

COMMUNITY ENVIRONMENTAL COUNCIL

<http://www.communityenvironmentalcouncil.org/>



What does our tree free compostable packaging have to do with healthy soils for your store-bought and homegrown food?

...Everything.

Creating healthy soil is vital to your health and well-being. What ends up on your plate is the result of what you and your local farmers put into the ground. By taking the time to compost you can eliminate the need for herbicides, pesticides and fertilizers and create healthy soil for your garden and community.

Press Release

BE GREEN PACKAGING, LLC

ACHIEVES CRADLE-TO-CRADLE RE-CERTIFICATION

for their product line & receives an award for their Corporate Social Responsibility



Santa Barbara, CA July 15, 2009 — Be Green Packaging, LLC (Be Green) is pleased to announce that their line of tree free compostable bulrush food packaging has been re-certified “Silver” Cradle to Cradle by MBDC (McDonough Braungart Design Chemistry, LLC). MBDC is a leading environmental consulting firm focused on helping companies implement new approaches to sustainability and prosperity.

Be Green’s bulrush packaging continues to meet the certification criteria for: Materials, Material Reutilization/Design for Environment, Energy, Water and Social Responsibility. For re-certification, Be Green had to develop a strategy to improve its product’s chances of experiencing a closed loop life cycle—composting being a key element to this.

The initial Cradle to Cradle certification set Be Green apart from the sea of ‘green’ packaging options over a year ago and their additional awards and programs have allowed them to maintain their edge. On Earth Day (April 22nd) of this year, Be Green was presented with an award for their corporate social responsibility initiatives and management from the Sustainable Business Institute and Congresswoman Capps. The company’s sales have almost doubled since last year, their staff is growing significantly, and their educational outreach is empowering the end user to further partake in the green movement.

They go above and beyond...and...Live the Color™.

Check out the website for details: www.begreenpackaging.com

Be Green Packaging designs, manufactures, and distributes Cradle to Cradle™ certified, tree-free, compostable packaging for the food and industrial packaging industries. Be Green Packaging’s products are currently in distribution throughout the United States, Canada, and the United Kingdom.

Be Green Packaging is headquartered in Santa Barbara, California.

More about the certification:

Cradle-to-Cradle (C2C) assesses products on a number of criteria, such as the use of safe and healthy materials; design for material reuse and recycling; efficient use of energy and water throughout production; and instituting strategies for social responsibility. The Cradle-to-Cradle design paradigm was developed by William McDonough and Dr. Michael Braungart, and the certification program is administered by their firm, McDonough Braungart Design Chemistry (MBDC). In May 1, 2007– The U.S. Green Building Council (USGBC) announced that projects seeking certification under the LEED® Green Building Rating System™ can now earn an “Innovation in Design” point by using the Cradle to Cradle© program for certified building products. Cradle-to-Cradle certifications have been awarded to The United States Postal Service, Steelcase, Herman Miller, Cabot Corp and Carnegie to name a few.



GREEN COAST

ON SUSTAINABLE BUSINESS AND ENTREPRENEURS

It's all in the packaging *Be Green teams with retail giants, boosts recycling*

BY SARA HAMILTON
Staff Writer

Most business partners in Santa Barbara spend their weekends doing something relaxing. They unwind by sailing, golfing or hiking.

These guys go to the dump.

Ron Blitzer and Robert Richman, founders of Be Green Packaging, admit that they like to hang around the local landfill on their time off.

"That's where we get our best ideas," Blitzer said. "When we look at garbage – pizza boxes, meat trays, take out boxes – we see our company's new products. That's because our business plan is built around trash and how not to make more of it."

Be Green, a 2-year-old company based in Santa Barbara, makes compostable food containers designed to be used just like traditional throwaway packaging. After 24 months of operations, the company scored deals with some of the biggest names in food service and watched its sales figures skyrocket to almost \$5 million.

"We matched the size and shape of the most commonly used deli containers in the food service industry," Richman said. "Basically, we can use bulrush fiber to make anything that is currently made of foam or plastic packaging. And ours won't end up in a landfill."

Be Green's containers are made using fiber from bulrush plants, more commonly known as cattails. Richman said the company's products take 40 to 90 days to compost, a time span that looks attractive when compared to



JEFF CLARK PHOTO

see **BE GREEN** on page 8A

Be Green Packaging principals show off their compostable containers. From left, Megan Havrda, Ron Blitzer and Robert Richman.

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PACIFIC COAS

BE GREEN

Continued from page 7A

the thousand or so years it takes molded foam to biodegrade or most plastics, which don't disintegrate at all.

"This is not a fad," Blitzer said. After spending more than 30 years in the plastic packaging industry, Blitzer "thought seriously about the legacy I would be leaving the next generation," got in touch with venture capitalist Richman, and together they came up with the concept for Be Green. The company got off the ground in May 2007 when it began offering compostable food containers through Whole Foods Markets. The company recently inked a deal to supply containers for salad bars at Ralphs supermarkets in Southern California and is in talks with British grocery giant Tesco.

With such big names leading the way, "it's hard for other retailers to justify using foam trays and plastic containers when alternatives are available at a comparable price," Richman said.

While the cost of Be Green's cattail containers is close to that of plastic packaging, it's still a little pricier than foam.

"People are willing to pay a little more for sustainable packaging," Blitzer said. "But if you look at the real cost of cheap foam packaging, you can make a case for costs being neutral."

Blitzer added that the comparative price of eco-friendly packaging is dropping, partly because the relatively stable cost of plant-based materials is low com-

pared to the cost of oil.

Richman said Be Green's products can also be transported more efficiently. He said four of the company's meat trays take up the same amount of space as a single foam meat tray.

"Think about the warehouse space that foam occupies — real estate is expensive and every square foot needs to be utilized for profit and sales, not the storage of foam," Blitzer said. "When this industry gets a little more traction with volumes, we may reach the point where we have a lower cost than traditional foam containers."

But the alternative packaging industry may not have to wait that long before it overtakes foam as the industry's material of choice. Green packaging has gotten a significant boost as many regions around the country ban foam packaging, said Megan Havrda, Be Green's senior sales and marketing director and eco-advisor.

"The restrictions are creating a huge need for an alternative," she said. "Be Green will be standing by with that alternative when people are ready to make the switch."

Havrda said the company did \$4.8 million in sales in 2008, and is expected to reach \$6 million in 2009. Blitzer said some estimates show that the market for green packaging will reach \$50 billion by 2015.

"People used to say that green costs more, but now they're realizing that it matters on so many more levels," Havrda said. "Five or 10 years down the road this can snowball into something great."

What does our tree free compostable packaging have to do with your community's healthy waterways?

...Everything.

Compost rich soils protect our waterways due to the tiny organisms that thrive in such soil and provide storm water infiltration, drainage, increased moisture-holding capacity, as well as break down urban pollutants like oil, grease, metals, fertilizers, and pesticides.



gging Delivers Convenience BY BOB JOHNSON



Convenience, a major reason customers come to the deli, begins with the packaging used to carry out the food. To be convenient, deli packaging must be leakproof, tight-sealing and reheatable.

Since many deli customers reheat their food when they get it home, being able to heat in the package is a selling point. "It's very important that the packaging be microwavable as families are purchasing more and more 'ready to make' home meal replacement meals," says Steve Enustun, corporate director of sales for the specialty packaging division of Clark National Inc., Elk Grove Village, IL. "It's also absolutely important it be heatable in the oven since some prefer to wait a little longer for oven-prepared meals."

The microwave may be the most common reheating method, but manufacturers recognize it's not the only method. "The trend is to continue microwaving. I saw a recent market survey and there is still a need for 'ovenability,' but microwavability is by far the most important," notes Karen Roman, senior marketing manager, Reynolds Food Packaging, Richmond, VA.

If the carryout container can be used for reheating, it saves the consumer prep and clean-up time. Bob Saric, national sales manager, Placon, Madison, WI, believes, "Microwavability is extremely important for reheating food in the container it was purchased in. Consumers want convenience and aren't looking to dirty more dishes in the process. Polypro-

pylene is a microwavable material great for foods that need the quick and easy convenience of reheating."

Rotisserie chicken is frequently not finished in a single meal. Some of the packages used to take home chicken can also be used to refrigerate and microwave the leftovers. "If people don't eat the full contents and put it in the refrigerator, it's very important to be able to put it in the microwave to reheat it," explains Ed Sussman, co-owner of Melville, NY-based Merit Paper Corporation, which produces a laminated microwavable rotisserie chicken bag.

A new reheating option is on the way, according to Cheryl Miller, marketing manager for Appleton, WI-based Flair USA, which is introducing a self-venting, microwavable pouch with a ziplock. "The self-venting package can be filled at the deli, taken home and steamed or microwaved in the same package," she says.

MAKE IT EASY

Another essential aspect of packaging is that it not leak on the way home or between uses.

"Most packaging leaks out the sides — use a clamshell as an example — if treated improperly. However, leaking out the sides or the popping open of a fiber clamshell can be minimized by sheer attention to design. Leaking out the bottom is a durability issue regarding the fibers and the pulping or manufacturing processes used," explains Megan Havrda, senior vice president, Be Green Packaging, Santa Barbara, CA.

The answer to leak problem lies in a strong package. "The solution to the leaking problem is pretty easy — it takes a sturdier container," says Glen Wiechman, national sales manager, Pactiv, Lake Forest, IL.

The seal between the lid and the package is important. "Leaking depends on the package. Some inferior products were not designed properly and generally have leaking issues. Placon's packaging was designed to address this issue and has a leak-resistant seal to keep food and liquids contained. Our packages won't pop open unexpectedly," Saric notes.

Package shape can influence the security of the seal. "To my knowledge, there's no completely leakproof packaging out in the marketplace," says Hanna Sjolund, marketing manager, food service plastic, Innoware Inc., Alpharetta, GA. "Round or octagonal containers tend to have a better seal than square. Our leak-guard lock containers offer a great seal and take into consideration the importance of ease of opening and re-sealing for leftovers."

The seal has to be secure, but it also has to be easy to open, reseal and then open again. "A good lid fit is still very important. People want to be able to open the lid easily, close it easily and know that it's tight," Roman says.

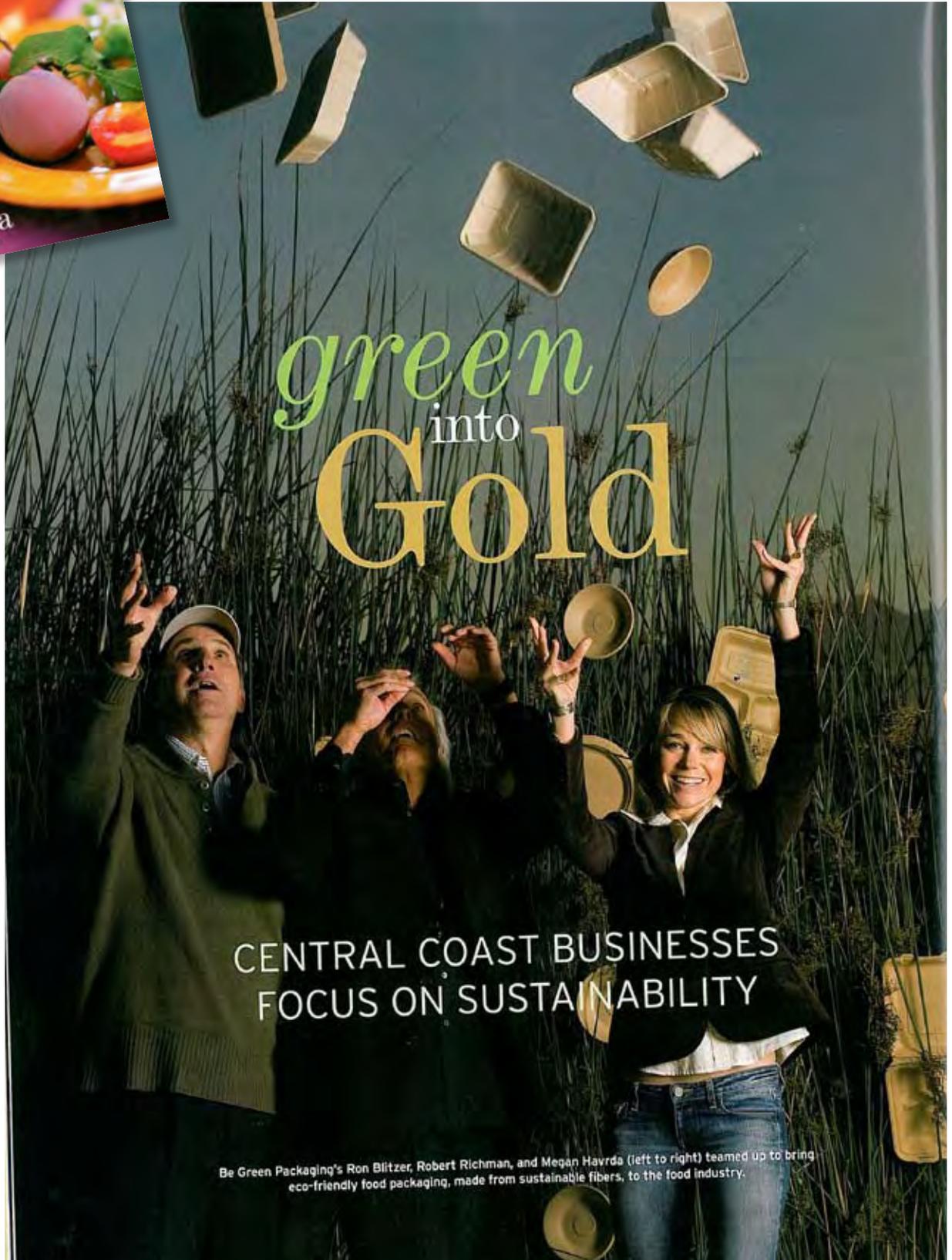
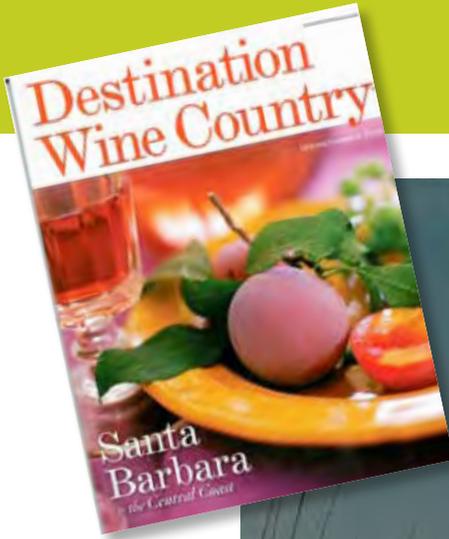
Rotisserie chicken containers generally have a fair amount of grease on the bottom, which can leak into a shopping bag, car seat or refrigerator. "A rotisserie chicken is sometimes sold in a dome, and some

To read the entire article, please contact info@begreenpackaging.com

Destination Wine Country

TREE-FREE COMPOSTABLE PACKAGING

Spring/Summer 2009



green into Gold

CENTRAL COAST BUSINESSES
FOCUS ON SUSTAINABILITY

Be Green Packaging's Ron Blitzer, Robert Richman, and Megan Havrda (left to right) teamed up to bring eco-friendly food packaging, made from sustainable fibers, to the food industry.

Now that arguments about the reality of global warming have stopped sucking up energy and promoting denial, one doesn't have to look far to see that the buzzword in the business world is "eco-business." Green start-ups are being dreamed up, eco-inventors are flocking to eco-entrepreneur workshops, and new environmental technologies are being hatched like chickens at a poultry farm.

The crisis/opportunity paradigm is evident everywhere, especially here on the Central Coast. As author, lecturer, and entrepreneur Alan Tratner has stated, "Santa Barbara is an inventive hub of sustainable and green innovations that will build the green economy that the world needs."

Here are three companies that are doing just that.

By Hilary Dole Klein

Photography by Eliot Crowley

Tree-Free Compostable Packaging

If take-out and fast food have been one of the great conveniences of the past 50 years, the packaging they come in has turned out to be one of the great eco-inconveniences. Plastic and Styrofoam packaging pile up in our landfills and will live, seemingly forever (1,000 years), in these graves of consumerism. Coming to the rescue, Santa Barbara's Be Green Packaging has made its vision of tree-free, compostable food containers into a viable reality.

Two years ago Robert Richman, an entrepreneur with an interest in the environment, met up with Ron Blitzer and discovered they had mutual concerns. Blitzer started out as an organic farmer, went into the dairy business, and then spent 20 years in the packaging industry, after which, he says, "I saw the writing on the wall."

"Currently we are an alternative to plastics and Styrofoam, but when the bans on these take effect, we are the solution."

As co-founders of Be Green Packaging, Richman and Blitzer traveled the world looking for a fiber-based material to build their vision of a biodegradable, earth-friendly product. After a preliminary foray into bagasse (sugarcane), they discovered bulrush on a trip to China. Related to cattails, bulrush is a sustainable, regenerating fiber that grows wild and can be harvested non-invasively. "Local farmers gather it once a year from high hillsides," says Richman.

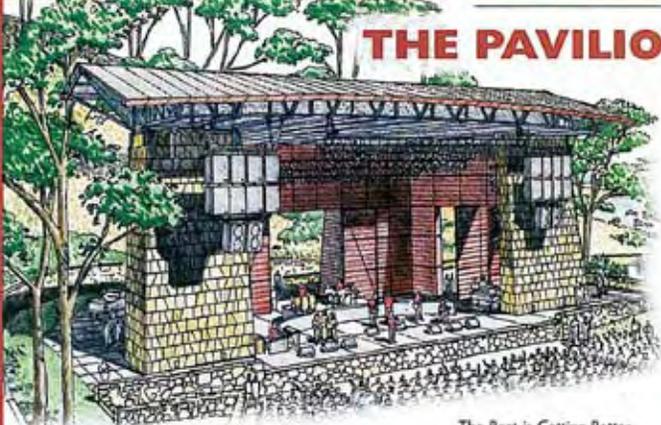
In Jiangxi Province, the company built a state-of-

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Destination Wine Country

TREE-FREE COMPOSTABLE PACKAGING

Spring/Summer 2009



THE PAVILION

The Best is Getting Better

The construction of the PAVILION is scheduled to begin after the 2006 Concert Season and be completed in the Spring of 2008. The majority of construction is carefully phased over two off-seasons so as not to interfere with the community's concerts. The first phase of construction will create the basic structure including the steel-work, concrete, trusses and much of the electrical work. The second phase will complete the concrete and finishing items, such as the stonework, interior acoustical material, finishes, and copper roof.

Evolving industry standards now require more sophisticated support for advances in lighting, sound, staging and all areas of production. For the first time, the Bowl's acoustics will be enhanced sufficiently to accommodate America's leading symphony orchestras and opera stars in concert. The new Pavilion will be architecturally stunning, the largest capital project upon which the Bowl has ever embarked.

Santa Barbara Bowl
AMERICAN CLASSIC
THE \$17,400,000 CAMPAIGN FOR THE SANTA BARBARA BOWL REFORMATION
For more information about the
AMERICAN CLASSIC CAMPAIGN,
please contact us at: (805) 963-3411 ext. 15 or sbowl@sbowl.com

Compostable Packaging

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the-art factory that meets the highest third-party certificates. Joined by sales and marketing director and eco-advisor Megan Havrda, they are now producing "nature's clam shells," as well as plates, cups, and food trays that will compost in two to twelve weeks. They provide packaging for Ralphs, Whole Foods, Cool Pak, and others, and sell to 11 distributors around the U.S., removing the environmental guilt from hassle-free meals forever.

"Currently we are an alternative to plastics and Styrofoam, but when the bans on these take effect, we are the solution," adds Richman. "We believe the green movement is here to stay, and we want to be the ones to help the world go greener."

"We even live the color," Havrda says. They drive hybrids, use soy based inks, and eschew plastic bottles. "Being a green company means having more than green products with eco-intelligent designs," she says. "It's a whole philosophy of social responsibility—how you treat people in your organization and factories, and who you do business with."

Riding on a tide of success and possibilities, they are looking into packaging for the wine industry and investigating sustainable fibers that might be used in a new factory in Louisiana. At the moment, however, Blitzer says, "We're building a better mousetrap, and the mousetrap is bulrush." 🌿



SANTA BARBARA COUNTY
VINTNERS' ASSOCIATION

WINERIES of SANTA BARBARA COUNTY

*When the journey
is the destination,
you need a map —
ours.*

For maps and a real time listing
of winery events visit:
www.sbcountywines.com
or call 805-688-0881



Packaging Technology Races Ahead

To read the entire article, please contact info@begreenpackaging.com

Portion-control, eco-friendly, resealable and reusable products are driving innovation and continuous improvement

BY JACQUELINE ROSS LIEBERMAN

Packaging manufacturers are geared up and driving full throttle to solve the evolving needs of retailers and consumers. Innovation and continuous improvement go hand in hand as they barrel ahead to satisfy an ever-growing list of demands from consumers and retailers.

While quality and convenience are givens, new benchmarks are raising the bar on packaging products. Today's consumers want portion-control containers; eco-friendly materials; and microwavable, freezable, resealable and reusable packaging. "Consumer lifestyles are always changing, and people are demanding packaging options to fit these needs," says Tracey Murphy, product manager, InnoWare Plastics Inc., Alpharetta, GA. "Some of the most influential trends in recent years have been environmental concerns, health and dieting needs, convenience and transportability for on-the-move consumers."

Glenn Wiechman, manager, national sales, Lake Forest, IL-based Pactiv Corp., cites the fundamental shift from shelf-stable to refrigerated products as an impetus for new packaging designs. "Much of the market research shows that consumers perceive fresh refrigerated deli products as a healthy choice for their family," Wiechman says.

Pactiv Corp. provides the deli industry with a wide range of products and platforms.

"The majority of our products in the deli arena are polypropylene, so our focus is on 'reduce, reuse and recycle' to ensure we are moving in a positive direction to obtain sustainability," Wiechman says.

To meet the demand for sustainable packaging, Inline Plastics Corp., Shelton, CT, has been migrating many of its containers from oriented polystyrene (OPS) to polyethylene terephthalate (PET), which is more recyclable than OPS. The company has adapted other products in light of recent trends. "Customers have been requesting containers with less ribbing for better product visibility, more leak-resistant seals, and more custom sizes," says Herb Knutson, Inline Plastics' director of marketing. "Product safety is also a big consumer concern."

Food safety is one reason vacuum packaging is at the forefront of the industry. New films scavenge oxygen to keep air away from the product, reducing the need for preservatives while providing longer shelf life and fresher flavor. "Consumers are now associating vacuum packaging with freshness," says Tim Avery, director of marketing, processed meats-North America, Sealed Air Cryovac Food Packaging Division, Duncan, SC.

Sealed Air Cryovac's Grip and Tear Bag combines oxygen-barrier properties with an easy-open pull-tab feature. Consumers can open the bag and keep fingers, counters and

utensils clean. From a food safety standpoint, the bag eliminates excessive handling and having to use knives to open it.

The field of tamper-resistant and tamper-evident packaging also continues to evolve because of food safety concerns. "Consumer research showed us that consumers wanted a leak-resistant clamshell container that was also tamper-resistant and tamper-evident," Inline Plastics' Knutson says.

As a result, Inline Plastics created its Safe-T-Fresh line of containers—tamper-resistant clamshells with a tamper-evident tear-strip hinge called Safe-T-Gard. "Once the container is closed, the consumer must remove the tear-strip hinge to access the contents," Knutson says. "There is no need to apply a shrink band to secure the product. In addition, the containers are highly leak-resistant, which makes them great for wet salads, olives, fresh cut fruit, etc."

New Twists On Convenience

Overall, packaging must enhance a product's convenience. "Convenience is No. 1 and that's what consumers gravitate toward," says Colin Butts, marketing associate, Fabri-Kal Corp., Kalamazoo, MI. "Grab-and-go. Things that fit in cup holders. Things that fit in your hand; that hold a small amount. Portion size is important."

In response to consumer demand for portion control, InnoWare launched a line called

Santa Barbara Independent

SANTA BARBARA'S BE GREEN HARVESTS CATTAILS FOR PACKAGING: BIODEGRADABLE BUT HERE TO STAY

October 30, 2008



By Martha Sadler

Overpackaging has been a curse word in eco circles since the '60s, but retailers' prime directive of luring customers—and protecting products—with gleaming, durable plastic is not resisted easily.

So it's safe to say that Be Green Packaging, a two-year-old company with downtown Santa Barbara headquarters, is a significant player in the rush toward eco-conscious packaging. Just this month, Be Green Packaging struck a deal to supply containers for salad bars at every Ralphs supermarket throughout Southern California. The company has been supplying salad containers to Whole Foods Markets worldwide since May 2007.

Founded by Ron Blitzer, who also cofounded Bank of Santa Barbara, and his venture capitalist partner Robert Richman, Be Green makes fully compostable packaging out of bulrushes—*Typha orientalis*, commonly known as cattails. Compared to molded foam, which can take a thousand years to biodegrade, or most plastics, which never disintegrate, the bulrush containers take just 20-90 days to return to the soil, claimed Megan Havrda, Be Green's eco-adviser and marketing director.

Blitzer and company like the cattails because they grow quickly and voluntarily. They can be harvested without having to be planted or cultivated. They simply are collected, according to Havrda, from hillsides in China's Manchuria region, near where the company's factories are located. They are not taken from marshes or waterways, Havrda said, which might harm those ecosystems, but from the hillsides above the water. Besides interfering minimally with the natural environment, Blitzer noted, this style of harvesting, called "wildcrafting," does not replace food crop space.

The containers are unbleached, nontoxic, and coated inside with enough Federal Drug Administration-approved plastic to allow them to hold your salad without themselves wilting. Although pulp factories are major polluters, Blitzer said, "Ours in China is state-of-the-art." The containers are freezer- and microwave-safe.

Because Ralphs, like most supermarkets, wants clear plastic tops for the salad containers—primarily to prevent people from smuggling more expensive items out of the store inside the salad container—Be Green contracts Oxnard's Coolpak for tops made of recyclable plastic. (While biodegradable plastics do exist, the FDA does not allow their use as food containers.) Coolpak, which supplies Trader Joe's, is working on converting that chain to biodegradable containers for its highly packaged vegetables and fruits, Havrda claimed.

Although Whole Foods customers might be expected to shell out a little more for sustainable containers, most supermarkets might not: The containers have to be priced competitively, and one of the things that makes them so—besides fluctuating oil prices—is that they can be transported more efficiently. Four of Be Green's meat trays, for example, take up the space of a single foam meat tray.

The company's principals are an interesting mix of eco-evangelists and hard-nosed business types. Richman, the venture capitalist, has "brokered amazing deals in many industries; he just has an incredible sense for businesses that can grow exponentially," Havrda explained. Havrda herself has impressive environmental credentials. She has guided backpacking

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PAUL WELLMAN

Bulrush bucks: Be Green Packaging's chairman Robert Richman, eco-adviser Megan Havrda, and director Ron Blitzer.

What does our tree free compostable packaging have to do with the health of our planet's marine life and your day at the beach?

...Everything.

tours, served as development director for Women's Economic Ventures, and lived in the sustainable township of Auroville, on the Bay of Bengal in India. She also helped UCSB archaeologist Anabel Ford create a reserve and surrounding development at the site of the Maya city of El Pilar. For the last several years, Havrda has owned her own land development company—three of them, actually—specializing in green building and inner-city revitalization.

Blitzer, who moved to Santa Barbara in 2001, has made a lucrative career of manufacturing and marketing plastic products. Until recently, he owned Nation's Plastics, a private company whose clients include Starbucks. Be Green began as Blitzer's vision, primarily: "I decided I wanted my legacy not to be polluting the planet," Blitzer said.

Since beginning this business, Blitzer and Richman have traded in their gas-guzzlers for hybrids. Their business cards are printed with soy ink and they drink from green-certified beverage bottles instead of paper cups. With business so booming, one must wonder what would happen if Be Green runs out of bulrushes. Havrda doesn't see that happening. "Bulrushes grow across the entire Western Hemisphere, too. There is no shortage, and if there ever were, we're flexible and savvy enough that we could use another fiber."

There is an island 600,000 square miles wide of plastic, foam, and other chemical leaching waste products floating in the Pacific Ocean right now. Our beaches nationwide, and internationally, are scattered with needles, diapers, plastics, foam, and other human created garbage. As humanity re-tools industry this can and will change. Be an advocate for garbage-free beaches and protect marine life – your neighbors will admire you and follow your lead.

Press Release

BE GREEN PACKAGING RECEIVES THE FIRST
CRADLE-TO-CRADLE CERTIFICATION FOR FOOD PACKAGING

FOR IMMEDIATE RELEASE



Santa Barbara, California July 17, 2008.—Be Green Packaging, LLC (Be Green) is pleased to announce that their line of bulrush packaging has been awarded and certified “Silver” Cradle to Cradle by MBDC (McDonough Braungart Design Chemistry, LLC). MBDC is a leading environmental consulting firm focused on helping companies implement new approaches to sustainability and prosperity.

Be Green Packaging’s certification comes after a ten-month study of its bulrush fiber and sustainable design. Be Green’s bulrush packaging has successfully met the certification criteria for: Materials, Material Reutilization/Design for Environment, Energy, Water and Social Responsibility.

Be Green Packaging, LLC designs, develops, manufactures, and distributes tree free compostable food containers such as bowls, plates, clamshells, and trays for the food service, deli, vegetable, meat, fish, and poultry industries.

Be Green Packaging’s products are currently in distribution in 37 states, Canada, and the United Kingdom.

Be Green Packaging’s sales and marketing is managed from Santa Barbara, California, which is known as the birthplace of environmentalism in the United States. Their office is located at 18 East Figueroa Street, Santa Barbara, CA 93101.

More about the certification:

Cradle-to-Cradle (C2C) assesses products on a number of criteria, such as the use of safe and healthy materials; design for material reuse and recycling; efficient use of energy and water throughout production; and instituting strategies for social responsibility. The Cradle-to-Cradle design paradigm was developed by William McDonough and Dr. Michael Braungart, and the certification program is administered by their firm, McDonough Braungart Design Chemistry (MBDC). In May 1, 2007—The U.S. Green Building Council (USGBC) announced that projects seeking certification under the LEED® Green Building Rating System™ can now earn an “Innovation in Design” point by using the Cradle to Cradle® program for certified building products. Cradle-to-Cradle certifications have been awarded to The United States Postal Service, Steelcase, Herman Miller, Cabot Corp and Carnegie to name a few.

Media Contact

Megan Havrda

Be Green Packaging, LLC, Senior Sales & Marketing Director / Eco Advisor

Megan@begreenpackaging.com

805.456.6088 Fax: 805.456.6087

Press Release

SBI PRESENTS SEAL OF SUSTAINABILITY TO ALLIED GROUP, BE GREEN PACKAGING, GAIA HOTELS, NEW LEAF PAPER, AND PUROAST COFFEE

via PR Newswire, United Business Media
April 22, 2008



Earth Day Ceremony at US Capitol Underscores Commitment of Congress & Private Industry to Sustainability

WASHINGTON, April 22 /PRNewswire/ -- Earth Day -- The Sustainable Business Institute (SBI) announced today the recipients of its 2009 Seal of Sustainability(TM). At a ceremony at the US Capitol Building, members of Congress presented the Seal of Sustainability to Allied Group, Be Green Packaging, Gaia Napa Valley Hotel and Spa (Atman Hospitality Group hotel), New Leaf Paper, and a renewal seal to Puroast Coffee Company.

Issued by the Sustainable Business Institute, the Seal of Sustainability is a nationally recognized icon of business sustainability. It is awarded to companies that have demonstrated continuous commitment to sustainable practices. This trusted icon helps the public identify businesses that promote sustainability so consumers can make educated decisions about companies with whom they want to do business.

"Policymakers, businesses and consumers are working hard to find new ways to balance economic growth and prosperity with long-term sustainability," said Jessica Fullmer, Founder of the Sustainable Business Institute. "The Seal of Sustainability application process helps businesses develop a comprehensive plan to sustainability."

2009 Seal of Sustainability Award Recipients

The collective attributes and requirements of this award allow a broad range of companies to be recognized and rewarded for their ongoing commitment to sustainable business practices.

Each company follows a different roadmap to sustainability, and is evaluated based on a 12-point system within three pillars: economy, society and environment. Each application is reviewed by the independent nonprofit National Pollution Prevention Roundtable (P2), the largest nonprofit membership organization in America solely devoted to pollution prevention. Here are some of the details surrounding this year's recipients:

Allied Group

Allied Group is committed to providing sustainable services that are environmentally and socially responsible through the building and renovation of hotels, restaurants, conference centers, resorts and commercial interiors throughout the U.S. A member of the U.S. Green Building Council, Allied Group has a company-wide initiative to get their entire project staff Leadership in Energy and Environmental Design (LEED) certified. Allied Group has also registered the term SUSTAINovation(R), which indicates that the renovations being performed have an environmental focus.

Be Green Packaging

Be Green Packaging, LLC designs, develops, manufactures, and distributes tree free compostable food containers for food service, deli, vegetable, meat, fish, and poultry industries. Their state-of-the-art chemical-free pulping plant is one of the first of its kind. The first packaging company to receive the McDonough Braungart Design Chemistry's Cradle to Cradle certification, Be Green Packaging is also part of the Sustainable Packaging Coalition and the US Composting Council. Be Green has also developed and implemented stringent guidelines regarding social responsibility and corporate ethics that apply to both the supply chain and their employees.

Gaia Napa Valley Hotel & Spa

Gaia Napa Valley Hotel & Spa is the world's first Gold level LEED certified hotel. With a constant display at the front desk of water and energy usage, and CO2 emissions, Gaia's comprehensive approach to environmental design, operation, and maintenance

Principals Bios

Ronald Blitzer

CEO & Co-Founder

Ron Blitzer has been in the beverage, packaging and food distribution industry since the early 1980's. A serial entrepreneur, since earning an MBA, Blitzer founded American Soft Serve, which manufactured, marketed and distributed soft-serve products in shelf stable non-refrigerated packaging. In the 90's Blitzer started a small chain of organic juice and smoothie bars in Northern California, serving up organic juices, smoothies and herbal tonics. In the late 90's Blitzer manufactured and distributed custom disposable food packaging products for such national accounts such as 7-11, Starbucks, and Georgia Pacific. In 2006 Blitzer was a founder and is a current director of Bank of Santa Barbara a one-branch community bank. At the dawn of the 21st century while surfing in pools of plastic waste, Ron made the decision to change directions and find green solutions to packaging. In 2007, Ron co-founded Be Green Packaging LLC with Robert Richman.

Robert Richman

Chairman & Co-Founder

Robert has a long and storied history as an early stage investor, consultant, and venture capitalist. Originally from New York City with a passion for creative and artistic ventures, Richman has traveled the world in search of new ventures, ideas, and opportunities. Some of his most recent and notable transactions in the United States were with digital legal brief archives, telecommunication, fiber optic companies in Latin American and Europe. Having lived in the UK for 18 years, Robert and his family moved back to the United States and they have been living in Santa Barbara since 2004. In 2007, Robert co-founded Be Green Packaging LLC with Ron Blitzer.

Megan Joy Havrda

Senior Vice President, Chair Eco Advisory Board

Megan is a leader in Sustainable Business and the new Green Economy. She has worked at the helm of this blossoming movement as a consultant and business owner for over a decade working with the private sector, governmental and non-governmental organizations including the US State Department, Conservation International, and Counterpart International, Women's Economic Ventures, and Citigroup. Megan holds two Bachelor Degrees and a Master's in Business and Public Management. Megan is an active environmentalist and commits time to projects such as a 5,000 acre Maya Forest Reserve in Belize and Guatemala known as El Pilar (www.espmaya.org), an educational retreat center called Hummingbird Ranch (www.hummingbirdcommunity.org), Evolutionary Women, and Imagine the Good (www.imaginethegood.com).

Headquarters

Be Green Packaging has an incredible Operations, Sales, and Marketing team as well as key strategic partners that make our ongoing success and growth possible.

Please call to arrange a visit.

805.456.6088

121 W. De La Guerra Street, Suite B
Santa Barbara, CA 93101