



FOR IMMEDIATE RELEASE

## New Ice Inc. Debuts Verdepack “Here Today, Gone Tomorrow” Compostable Food Service Trays

*Fort Lewis College/Sodexo select Verdepack for food service...*

DURANGO, Colo. – Oct. 1, 2008 – New Ice Inc. today formally introduced Verdepack™, a line of compostable trays for food service operations. The company also announced that Fort Lewis College and its food service provider, Sodexo, have selected Verdepack trays for use in the College's café.

Verdepack is designed to answer the call for sustainable alternatives in college and university dining rooms, as well as corporate food service operations, quick service restaurants (QSRs) and for events/festivals. The trays can be composted along with food scraps, which significantly reduces water and energy usage for dishware cleaning and eliminates a major source of waste that is typically directed to landfills.

### **Sustainability – a practice and a product**

“Verdepack is a new class of compostable food service trays with sustainability engineered into every step of the process,” explained New Ice Founder Giles Instone. “We think we’ve got it right. We recently previewed Verdepack at the Sustainable Packaging Forum in Denver where people who follow environmental developments were genuinely excited. The same excitement has also translated into our first volume sale at Fort Lewis College. With this announcement we are now making Verdepack trays available to the wider public.”

New Ice has been developing Verdepack for six years. The result has been a new, sustainable approach to manufacturing 100% compostable products. The competitively priced trays, manufactured exclusively in the United States, are made from fully sustainable materials. Verdepack food touchable products are a mixture of renewable waste stream and industrial starches along with cellulose. Its durable trays conform to American Society for Testing and Materials (ASTM) D-6400 standards for compostability and are available as uncoated trays, as well as coated trays using various compostable coatings or films.



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### **Fort Lewis College adds Verdepack to the menu**

Fort Lewis College of Durango and its food service provider, Sodexo, have decided to exclusively use Verdepack trays at several of the serving stations in the Hungry Hawk Café during the 2008-09 academic year. This follows a successful pilot over this past summer in which both waste food and trays were processed in the College's on-campus composting facility.

As a charter signatory of the American College and University's Presidents Climate Commitment, Fort Lewis College is a national leader in sustainability. College President Dr. Brad Bartel commented, "This initiative fits perfectly with many of the educational, social and environmental goals that we've set for our college community. The pilot convinced us that Verdepack trays make sense and can be processed in our existing composting system. We're looking forward to using Verdepack, not only because of its compostability, but also as a means for us to engage our students on what it means to maintain a sustainable lifestyle."

"Sodexo is committed to sustainability across our portfolio," said Sodexo General Manager for Fort Lewis College food services Camron Clarkson. "We've made a lot of changes in our food services operations to address sustainability but have had few opportunities to use compostable materials. At Fort Lewis College we will use the Verdepack trays with students for a full academic year. Since the College composts on site, we expect to see a significant reduction in refuse and can become a model for Sodexo on other campuses."

Verdepack compostable trays are available immediately in case lots and in smaller quantities in three sizes, 5.5" x 3.5", 7.125" x 5.375", and 9" x 5.375" – all trays are 0.875" deep. Additional sizes and shapes will be introduced in the near future.

### **About New Ice and Verdepack**

New Ice Inc., based in Durango, Colorado, with offices in the United Kingdom and Australia, is a wholly-owned subsidiary of The Instone Group. It incorporates ethical business practices and socially responsible standards in the manufacturing of compostable and biodegradable products.

Verdepack's patented process provides an environmentally responsible alternative to traditional single-use dishware, replacing food service tableware imported from Asia, as well as plastic and Styrofoam products made from non-sustainable resources. Verdepack uses much less cellulose than traditional paper plates, reducing the impact to

sustainable forests while providing a strong product with excellent insulative properties. The manufacturing process produces little byproduct other than steam and is substantially cleaner than traditional paper product manufacturing. Verdepack 100% compostable trays are manufactured in the United States and conform to ASTM D-6400 compostability specifications. Additional information and product descriptions are available at [www.verdepack.com](http://www.verdepack.com), by calling 970-403-0600, or emailing [info@verdepack.com](mailto:info@verdepack.com).

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High resolution photos available – Contact Sandy McLaughlin

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