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Recycle or biodegrade? The choice is yours with ERP

Melbourne, Australia 2009 – Concept Amenities Pty Ltd are releasing a uniquely biodegradable range of hotel guest amenity products never seen before in the hospitality industry. This range of ERP™ (environmentally responsible products) contains Eco Pure®: an organic based enzyme additive that renders common plastics biodegradable when they are discarded in landfill.

This is a very new innovation in the field of bio plastics. While there are currently bio plastics available in the market today, which are biodegradable, the conditions under which biodegradation occurs are very definitive. The most common example of corn based resins are known as biodegradable materials but will only do so under industrial composting conditions.

The most important thing when choosing environmentally friendly materials that will actually make the difference in the long term is ensuring their correct method of disposal and carrying these practices out. A biodegradable product bears no difference to a non-degradable product if it does not fulfill its potential in the recycling process. When it comes to hotels, we want to make the recycling process as simple as possible.

The real benefit of ERP™ items is that they can either biodegrade in landfill or be recycled. Plastic products that are currently recyclable can be recycled under common practices. So long as a hotel correctly recycles, local recycling facilities are equipped to take these environmentally friendly products. For all non-recyclable ERP™ products they can go straight to landfill and biodegrade.

Products in the ERP™ range will include bottles, tubes, soaps and a range of accessory items. Bottles and accessories will be made from PET with Eco Pure® so that they can also be recycled before going to landfill.

About Concept Amenities

At Concept Amenities we pride ourselves on being a world leader in the supply of amenities that deliver on quality, luxury and style. For over 27 years we have established expertise in all areas from design and formulation through to production, dispatch and delivery.

We have developed a comprehensive range of exclusive amenity lines, each with its own distinctive appeal. They contain the finest formulations that are created using natural botanical ingredients, sophisticated fragrances and a rich array of natural and organic extracts to truly nourish the skin, body and soul.

Eco Pure® is a registered trademark of Bio Tec Environmental LLC.
www.bio-tec.biz

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