

— news release —

FOR IMMEDIATE RELEASE

ASYLUM PRODUCES NEW EARTH-FRIENDLY SALES BROCHURE FOR CEREPLAST

Los Angeles, CA, April 30 – Asylum, a Los Angeles based full-service graphic design studio for regional and national corporations, today announced the completion of a new sales brochure for Cereplast, a company that designs and manufactures proprietary bio-based, renewable plastics.

The brochure details Cereplast's newest product line, Nat-UR, a bio-based (non-petroleum) biodegradable and compostable product designed to replace paper and plastic tableware in the food industry (plates, cups, straws, forks, knives, spoons, etc.).

With its base of operations in Hawthorne, CA, Cereplast is on the cutting edge of bio-based plastic material development. The company uses breakthrough technology to manufacture products from bio-based material, such as starches from tapioca, corn, wheat and potatoes, that meet today's demand from consumers and manufacturers for sustainable plastics. Cereplast resins return safely to nature and leave no harmful chemical residue in the soil. All are certified biodegradable and compostable in the United States and Europe and meet USDA standards under the Federal Biobased Products Preferred Procurement Program (FB4P). The resins are used as substitutes for petroleum-based plastics in all major converting processes – such as injection molding, thermoforming, blow molding and extrusions – at a pricing structure that is competitive with petroleum-based plastics.

Asylum's owner and creative director, Jim Shanman, states: "We are focusing on earth-friendly companies as an area of new business, so the opportunity to be involved in the promotion of Cereplast's new 'green' product is very exciting for us. We created a sales piece that honestly represents the product, presenting it in a user-friendly format. Additionally, we produced the brochure using soy inks and chlorine-free, 100% post-consumer paper, so its about as earth-friendly as a printed piece can be."

Cereplast General Manager Jim Fahlgren, adds "Asylum Design, and especially Jim Shanman, was a pleasure to work with. They captured our products, our mission, our culture and worked with a very distracted, very busy customer – me – the results were terrific."

For more than 20 years, Asylum has created award-winning corporate identity programs, advertising, collateral and marketing material for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. The opportunity to work with Cereplast is a perfect partnership between a forward-thinking client and a design firm with unlimited creative and strategic abilities.

FOR MORE INFORMATION CONTACT:

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From field to table

NAT-UR
 Plastic Made from Plants

The Earth-Friendly Alternative

It's time for a fresh look at table service ware

Imagine products that are environmentally neutral and return to nature without a trace, using renewable feed stocks and replacing petroleum-based plastics. Nat-UR has created an economically competitive product line that isn't affected by the climbing price of oil.

Nat-UR... the right choice at the right time

The Nat-UR products were designed to meet three core benefits of sustainability:

- **Environmentally Sound**—Products are produced from plants that sequester 30% CO₂.
- **Economically Viable**—Pricing for the finished products is competitive with traditional petroleum-based products.
- **Socially Acceptable**—Consumers are searching to find environmentally friendly alternatives.

Environmental & Economical

Since Nat-UR products are intended to breakdown at traditional industrial composting temperatures, they are targeted for waste and food applications.

- Earth Friendly—Made from annually renewable resources.
- Biodegradable
- BPA Approved
- Cedar Grove Approved

Cereplast Compostable™ Resin

Nat-UR products are made from Cereplast Compostable™ resin which are annually renewable, ecologically sound, safe, and plastic products. Nat-UR products replace nearly 100% of the petroleum-dependent additives used in traditional plastics with bio-based materials such as corn, wheat, sorghum and potato starches. For more information on Cereplast resin, visit www.cereplast.com.

All Nat-UR products are certified as biodegradable and compostable, meeting the rigorous standards set forth by the Biodegradable Products Institute in the United States (ASTM D5900, D5988, D5989, D5990) and the European Bioplastics Standards in Europe (EN 13432). As a result, Nat-UR products will completely biodegrade in an industrial compost environment between 60-180 days.

NAT-UR
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The Earth-Friendly Alternative
www.nat-ur.com

NAT-UR
 Plastic Made from Plants

Shipping Information

Parting	Material	Weight	Case Dimension	Case per Pallet
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1000000000	Natural Heavy Weight Spoon	1.0000	2.0000	250
1000000000	Natural Heavy Weight Knife	1.0000	2.0000	250
1000000000	Black Heavy Weight Fork	1.0000	2.0000	250
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