

UK

- ★ COMPANY OF THE YEAR (PACKAGING)
- ★ GAMECHANGER OF THE YEAR, DR. WILLIAM JOHNSON

### **ToPo® THE TOY THAT CAPS YOUR BOTTLE.**

Since the plastic bottle is made from PET #1 and the bottle top is, in the majority, made from PP #5, they, unfortunately, need to be recycled separately. This creates a problem and the bottle top, in this case “the ugly sister”, is unfortunately discarded, to end up as waste creating unnecessary damage to our already fragile environment.

To try and help with this problem ToPo® was created – an individual universal toy “brick” that is multi-functional. In the first instance to make the bottle top, after its initial use, into a Toy, giving so much pleasure to children that they wish to collect more and more. The more they collect the more they can create. From simple constructions to mega buildings, from word games, to messages, such as “Happy Birthday Mummy”, numerical games and help with spelling, and so much more.

“ToPo® turns into a Toy, Fun for every girl and Boy. It teaches, but with pleasure, And is a Toy of Joy FOREVER!”



At the same time, and so importantly from a very early age, it gives our children an awareness to “sToPollution®” and the importance of keeping our world – our land, our rivers, seas and beaches free from all plastic pollution and waste.

Hopefully we are offering to soft drink beverage Companies a really useful marketing tool, for “collectability” has already been proven to be one of the best marketing weapons in the consumer world. Also, and at the same time, very significantly addressing the Political and Environmental requirements now being encouraged and implemented by Global Governments.

Annual consumption of plastic bottles (the Guardian report 2017) is set to top two trillion by 2021, a large percentage of which will end up in landfill or worse still in our Oceans.

With ToPo® as a new approach to plastic waste and “sToPollution®” it is possible that we shall never find a bottle top on our beaches, rivers, land or seas ever again.