

UNITED KINGDOM

★ **COMPANY OF THE YEAR (PACKAGING), TOPO® CO.**



sToPollution®, with ToPo® in it's Pouch, is Designed to Protect Our Health.

With the ever increasing concerns of Plastic Waste finding it's way into our food chain any means that can be found to help stop this Health Hazard must be found. ToPo® has been designed with this in mind. With the recent report from the Antarctic Survey having recently been published the conclusions are more than disturbing. It shows dramatically how Plastic is now turning into Micro Particles that our now entering into the food chain. Already millions of tons of plastic waste are now being broken down into micro particles as shown by the Greenpeace vessel showing that out of 17 waste samples taken 9 showed the presence of broken down plastic pieces, including particles of broken down Bottle Top Closures. The University of Hull in conjunction with the British Antarctic Survey have reported that the levels of Microplastic are 5 times greater than previously estimated (journal Science of the Total Environment). UN News has also reported that "as many as 51 Trillion micro plastic particles now litter our seas, seriously threatening marine life". Thus through our very water and the food we eat micro plastic particles are silently entering our bodies.

In addition, any Beverage from Water, through soft drinks and to Dairy products that wears the "Crown" of ToPo® it is assured to be instantly recognisable as being concerned with Healthcare and Wellness. For as ToPo® is helping to make our Environment free of pollution – "sToPollution®" so most importantly is it also directly concerned with our Bodily Health, keeping us at the very "ToPo" of the Health ladder.

ToPo® is designed to **Stop** Bottle Top closures from being nonchalantly discarded and instead of being a "single use" plastic item, turning into a collectable and much sort after Toy with the added advantage of Educational value as well. It also becomes directly the badge and "crown" of Health and Wellness for any item wearing it proudly on it's Head!

It is well known and accepted that Children love collecting toy items and ToPo® becomes more and more desirable the greater number that is collected. The Bottle Top closure therefore becomes something to be treasured and never wantonly discarded. **At the same time, because ToPo® has become collected and saved, it also draws attention to the plastic bottle itself and the message registered that it must be recycled and placed in the recycling bin to help save our Environment.** Eventually when ToPo® does reach it's end it can be in massive numbers be recycled – and because of it's intrinsic value can actually be turned into a monetary reward raising funds for example to Children's Charities!

ToPo® therefore importantly helps to sToPollution and also guard our Health and Wellness!

Gamechangers 2020
HEALTHCARE / PHARMACEUTICAL /
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