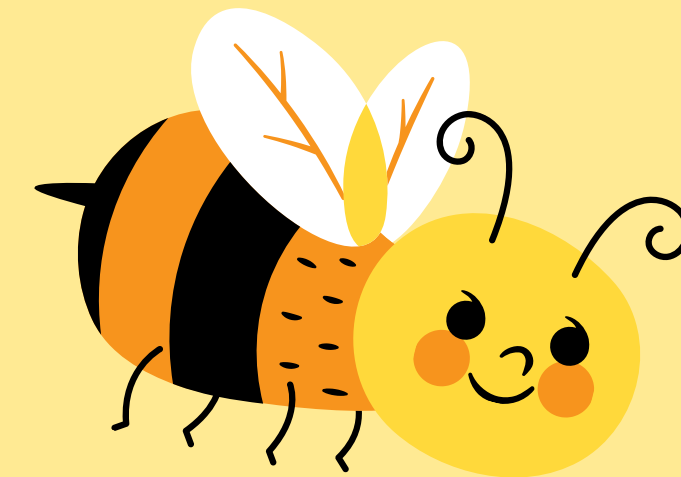


Nice to meet the  
beeswax wrapper!





## 1. Use sustainable materials

- Use only organic cotton or hemp fabric (even more sustainable than regular cotton).
- Consider locally sourced beeswax to reduce transportation emissions.
- Explore plant-based wax alternatives (candelilla wax, soy wax) for vegan customers.
- Use natural dyes for patterns instead of synthetic dyes to make the wrap even more eco-friendly.

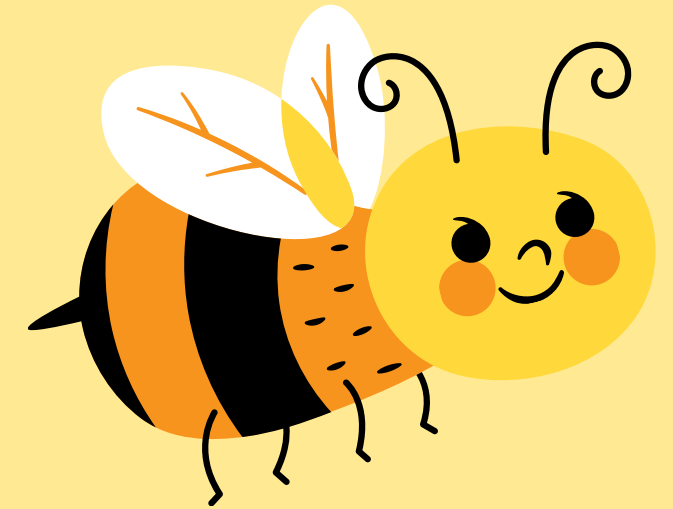




## 2. Extend the product's lifespan

- Current Lifespan: around 6 months to a year.
- Redesign ideas:
- Make a repair kit (extra beeswax bars + instructions) so users can re-coat their wraps at home.
- Introduce a modular design by selling wraps in different shapes and sizes to fit different needs.
- Create a two-sided design: one side waxed for wrapping, the other unwaxed for dry storage (bread, nuts).





### 3. Reduce waste and pollution

- Current Waste Issues: some wraps wear out quickly and get thrown away.

#### Redesign ideas:

- Offer a take-back program where old wraps can be refreshed with new wax.
- Develop a zero-waste production process by reusing fabric scraps for smaller wraps or string ties.
- Promote upcycling ideas—old wraps can be cut into strips for compostable ties or fire starters.

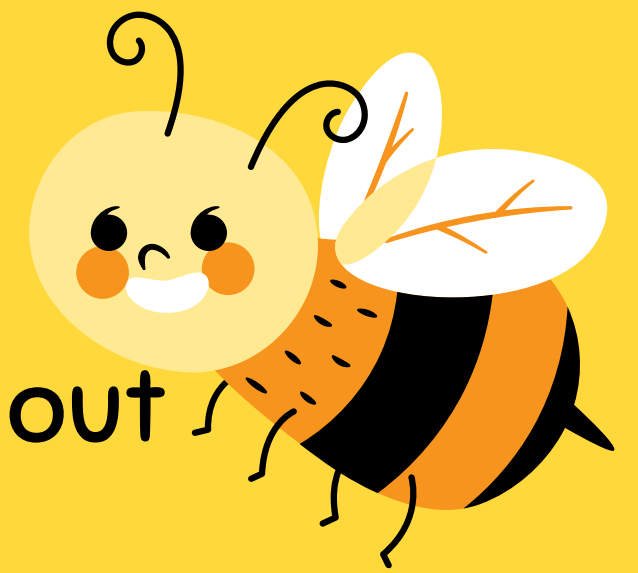


#### 4. Encourage responsible consumer behavior

- Current challenges: people may still choose plastic wrap out of habit.

##### Redesign Ideas:

- Set up a deposit–return scheme where customers return worn wraps for discounted new ones.
- Introduce a leasing model for businesses (e.g., cafes) that want to use wraps for takeaway packaging.
- Educate consumers on wrap care and proper disposal (e.g., composting or melting down to refresh).
- Offer a subscription service where customers receive seasonal wrap designs to keep them engaged.





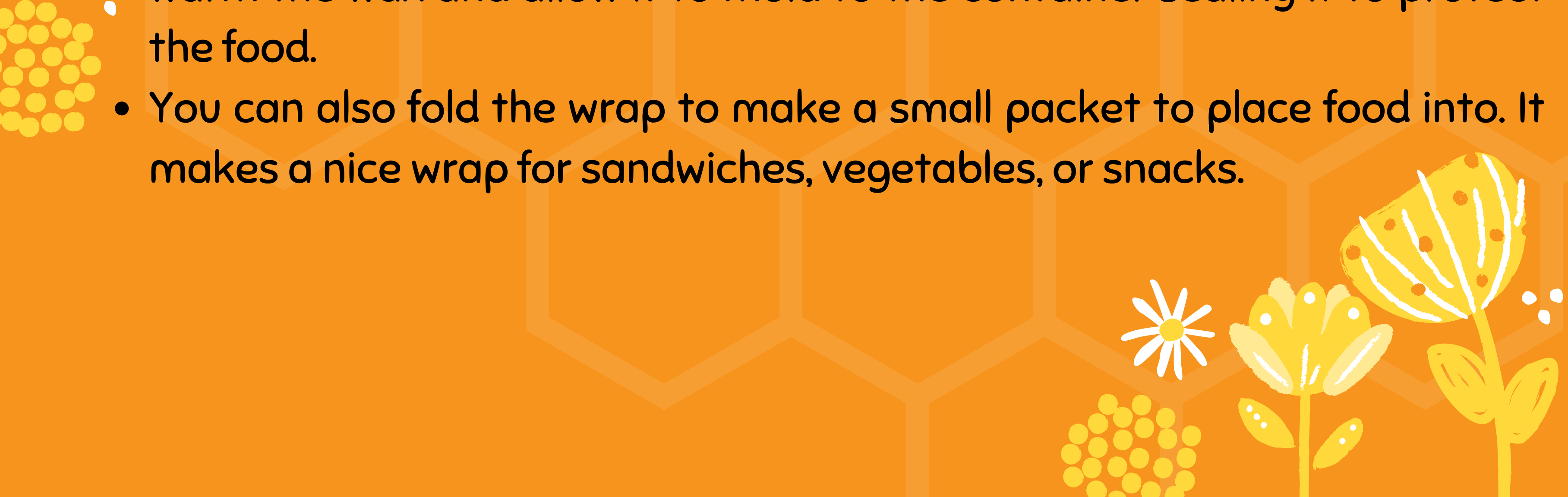


## The BENEFITS of using beeswax wraps

- They are reusable. If cared for properly, they will last for years. However, if the beeswax starts to lose its tackiness, you can just melt more wax onto it.
- It saves money! I am against buying something that I know I'm going to throw away.
- Foods are not packaged in chemical-laden plastics. We have enough chemicals introduced into our everyday lives without wrapping our foods in it too! If a small amount of beeswax gets into your food, you will only benefit from it!
- Beeswax has antimicrobial properties in it so foods won't grow bacteria.
- Because they're reusable you're significantly reducing waste, this happens to be one of the easiest places to start in becoming a zero waste home.



## How To Use Beeswax Wraps

- Place the wrap over the food you need to cover and press around the edge of the container with your hands. The heat from your hands will warm the wax and allow it to mold to the container sealing it to protect the food.
  - You can also fold the wrap to make a small packet to place food into. It makes a nice wrap for sandwiches, vegetables, or snacks.
- 

## How To Clean Beeswax Wraps

- Simply wash your beeswax wraps with cool, soapy water and a non-abrasive sponge, if needed.

### TIPS:

- Hot water will melt the beeswax making your wraps harder to use, so make sure to wash with cool water only.
- Hang them to dry.
- You can just wipe them clean if there is no food residue on them.
- After they are dry, either fold them or roll them up and place in your cupboard to store.

