

# The first biodegradable PVC inflatables



**Onion Media are the first company to develop a revolutionary, biodegradable PVC inflatable. Incorporating the biodegradable additive EcoPure we have created high performance PVC inflatables without leaving a blight for our children's children.**

## How Does it work?

Plastics are formed from long, very strong polymer chains. That is why the vast majority of plastics don't biodegrade and can remain in the environment for generations.

When EcoPure is added to plastic it allows it to break down but only when placed in a microbe rich environment, such as a landfill or compost facility. Once there, EcoPure begins its work. It allows microbes to break down the polymer chains in the plastic into organic matter that they can feed on. It does this by expanding the molecular structure of the plastic, cutting the polymer chains, and adding in nutrients that attract the microbes so they colonise the plastic. These microbes secrete acids which further break down the long molecules.

Like any organic material that is biodegraded, the plastic will create by-products, most of which are useful, including humus, used to make soil richer, and methane, which can be extracted and used as fuel. In fact, landfills all over the world are beginning to tap the methane from the natural breakdown of organic materials to reduce our over dependence on fossil fuel.

