

Practical, environmentally-friendly brand exposure.

Onion Media have developed a revolutionary yet simple medium that exposes your brand for sustained periods without impacting on the environment.

With climate change our weather is increasingly unpredictable and even a light shower can seriously disrupt an event.

Mycape is an environmentally-friendly twist on the lightweight, disposable, branded poncho, offering protection from the weather, while creating concentrated brand cut-through in a visually competitive environment.

Mycape is cost effective, and is made from a plastic which eventually biodegrades to drastically reduce waste and environmental impact.

So how does it work? It is made with an additive that triggers environmentally-safe degradation and eventual biodegradation of the plastic when exposed to UV light, heat or mechanical stress after disposal. Its presence in landfill is reduced to water, CO₂ and biomass, (the carbon source on which cells of microorganisms such as fungi and bacteria grow during the process of biodegradation).

To find out more about Mycape call Martin Ward at Onion Media on 07832 268791 or email martin@onionmedia.co.uk

Cost effective, interactive, practical, reusable, prolonged brand exposure.

Fully degradable with no adverse toxicological effects or by-products.

Recyclable pre & post use prior to degradation.

Controlled lifetime from manufacture to service life to final disposal.

Proven to degrade in landfill environment ultimately taking up less landfill space.

Endorsed by the Oxo Biodegradable Plastics Institute (OPI)

A degradable product (degradation end point as per ASTM D3826).

Printed with lead free non-toxic inks.


