

PRESS RELEASE

Less plastic. Better future. One straw at a time. Fiber-based Drinking Straw Launched by DOLEA Ltd. during the Circular City Week of NYC

NEW YORK CITY, USA, March 7th 2019, To help companies offer plastic-free solutions, Dolea Ltd. – the Drinking Straw Company – today launches a fiber-based straw that contains no plastic and is recyclable with paper waste. The Dolea Straw is based on the consumer boards raw material powered by Finnish game-changer Kotkamills Ltd, and the innovation is introduced during the Circular City Week of NYC.

People today are more aware of the disadvantages of plastic that burden the environment and our wellbeing. Companies are increasingly answering to the demands of consumers and regulations and seek sustainable alternatives that make it easier for people to choose products they can feel good about. The Dolea Straw offers a biodegradable and recyclable alternative to plastic straws. The new innovation is plastic-free, easy to recycle with paper waste, and also fast and efficient to manufacture. At the same time, it offers at least as good features and quality in use as plastic straws.

Today many companies, cities and even countries have or are in the process of abandoning and banning plastic straws, Dolea can offer a genuinely sustainable option. The plastic-free straw provides great relief for the food service industry and the food industry in continuing to offer their services to people while also tackling environmental issues.

Originally the Dolea Straw was developed and patented by a Finnish start-up company Her Majesty's Drinking Box Ltd. Besides offering a more responsible option to disposable plastic straws, the straw is also fully printable opening up incredible possibilities for branding and promotional uses. The Dolea Straw also offers a new drop-shape, which offers an out-of-the-ordinary shape sure to turn heads with more printable surface for marketing purposes.

What are the Dolea Straw's sustainable advantages?

Renewable wood fiber material is the most ecological choice for Dolea Drinking Straw. The virgin wood fiber material used for the Dolea Straw can be recycled as fiber in conventional Paper Recycling, so that it can be completely repulped and reused as highly valued recycled material in the circular economy. Dolea Straw is also biodegradable and can be biodegraded in industrial composts with no remains left for landfills. The Dolea Straw also contains no additional ingredients, like adhesives. While being made as naturally as possible from sound raw material choices, Dolea Straws offer the benefits you would expect from a straw: they are sturdy, liquid-resistant and elegant.

Dolea Ltd. cares for the full lifecycle of its products. In order to minimize the Carbon Footprint of the Dolea Straws, the logistics of the product are also carefully evaluated. Dolea's market strategy includes manufacturing being located near end-markets thereby also benefiting local expertise of every region. Discussions with North American converters are ongoing.

What is the foundation of the Dolea Straw's high quality?

Dolea Straws are made of highquality Finnish Forest products with PEFC & FSC certificates of origin. Dolea products combine the latest design and technology with the high quality manufacturing methods and certified quality systems in their manufacturing units.

How is the Dolea Straw different from existing solutions?

The unique patented Dolea Drinking Straw technology is a break-through in the drinking straw market. Print technology provides fully printable Drinking Straws with incredible possibilities for branding and entertainment uses. Dolea Straw also provides the exciting new drop-shape as an option for the straw – offering even more printable surface and a look sure to turn heads.

For more information, visit: www.doleastraw.com

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Short Info:
Dolea

Dolea is a private Finnish company providing sustainable Dolea Drinking Straws as well as licensing product for its manufacture as well as the manufacturing lines. Dolea has been founded in 2019 and its technology and IP are based on the earlier developed innovation of Her Majesty's Drinking Box Ltd.

Kotkamills

Kotkamills is a responsible partner that delivers renewable products and performance to its customers' processes via product innovations created from wood, a renewable raw material. Our product range includes fully recyclable consumer board products AEGLE® and ISLA®, and one of the key brands of the company is Absorbex®, an innovative laminating paper product for the laminate, plywood and construction industries. Moreover, Kotkamills offers ecological, technically sound and visually attractive wood products for demanding joinery and construction. www.kotkamills.com

Photo: