

# April - Packaging

## Low Tech - Case Study



**Calendar for  
Climate  
Change**

Quid-Pro-Guo - Inter-generational  
Education to Ease Global Warmi



# Case Study: Beeswax Wrapping

<b>Month</b>	<b>April</b>
<b>Topic</b>	<b>Packaging</b>
<b>Case Study Title:</b>	<b>Beeswax Wrapping!</b>



Source: Unsplash, Jack Cole (2021)

<b>Name of the Climate or Social Enterprise or Activist Group:</b>	<b>Irish Beeswax Wraps</b>
<b>What is their Story?</b>	Irish Beeswax Wraps are a small Irish business that provide plastic wrap alternatives that are sustainable, eco-friendly, and reusable. The company prides themselves on providing plastic alternative products, and aims to be complete zero-waste. Beyond just providing beeswax wraps and the kits to make/upkeep them, the company also offers Bee revival kits for your garden, and wildflower seed bombs to encourage more natural biodiversity in Irish gardens.
<b>Link to the Case Study:</b>	<b>Website:</b> <a href="https://irelandbeeswaxwraps.ie/">https://irelandbeeswaxwraps.ie/</a> <b>Instagram:</b> <a href="https://www.instagram.com/ireland_beeswax_wraps/">https://www.instagram.com/ireland_beeswax_wraps/</a> <b>Facebook:</b> <a href="https://www.facebook.com/irelandbeeswaxwraps/">https://www.facebook.com/irelandbeeswaxwraps/</a>
<b>Why is this a Good Example to Follow?</b>	This is a good example to follow because it showcases the different ways we can cut down on plastic in our everyday lives – and save money on it too! Plastic food wrap is single-use and completely unrecyclable, whereas beeswax wraps last up to a year and are reusable. This example shows you how you can find alternatives to



	<p>plastic in nature, by using something as plentiful as beeswax and as reusable as fabric to keep our food and fresh!</p> <p>Keeping the wraps fresh and reusable is simple to do with a beeswax bar that can be used plenty of times. They can be used to pack lunches, wrap bread, cover plates and store food. This helps keep the food as fresh as possible. This is a much more sustainable version of keeping food fresh as it's reusable and can be kept for a year for each wrap.</p> <p>In 2019, the company was commended in the Products Awards for their innovative and eco-friendly alternative to food wrapping.</p>
<p><b>What Impact has this case study example achieved?</b></p>	<p>By switching to beeswax packaging, you can eliminate single-use food packaging from your household. Beeswax can keep the food fresher for longer and is completely biodegradable! It not only helps with cutting down on single-use plastics and aluminium, it helps the environment by reducing the environmental production costs of producing plastics.</p> <p>Beeswax wraps have been commended for helping to minimise food waste. Beeswax wrapping allows for food to be kept fresher for longer as the wax acts as a barrier and is far more breathable than plastic. The wraps also have antibacterial and anti-fungal properties which helps to prevent rapid moulding (Ireland Beeswax Wraps, 2021). This keeps foods such as breads, fruits, cheese, and vegetables fresh for far longer than they would when stored in plastic.</p> <p>Beyond just providing a cheap and eco-conscious alternative to food packaging, the company has also partnered with many great organisations to combat the plastic packaging epidemic. Beeswax Wraps Ireland have partnered directly with Refill Ireland to provide water tap access stations where people can refill reusable bottles for free, and with Terracycle to help recycle the “non-recyclable” (Ireland Beeswax Wraps, 2021).</p>
<p><b>References</b></p>	<p>Environmental Protection Agency (EPA). (2020). <i>Packaging Statistics</i>. Environmental Protection Agency. <a href="https://www.epa.ie/our-services/monitoring--assessment/waste/national-waste-statistics/packaging/">https://www.epa.ie/our-services/monitoring--assessment/waste/national-waste-statistics/packaging/</a></p> <p>Ireland Beeswax Wraps. (2021, October 25). <i>Plastic Pollution</i>. <a href="https://irelandbeeswaxwraps.ie/plastic-pollution/">https://irelandbeeswaxwraps.ie/plastic-pollution/</a></p> <p>Made By Bees. (2022, January 27). <i>The Benefits of Using Beeswax Food Wraps</i>. Made by Bees. <a href="https://madebybees.ca/blogs/the-buzz/the-benefits-of-using-beeswax-food-wraps">https://madebybees.ca/blogs/the-buzz/the-benefits-of-using-beeswax-food-wraps</a></p> <p>Pearce, A. (2022, July 27). <i>Why you should use beeswax wraps</i>. Good Housekeeping.</p>



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<https://www.goodhousekeeping.com/uk/house-and-home/household-advice/a30651443/beeswax-food-wrap/>



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