



ZELFO AUSTRALIA

*plastic  
from  
plants*

## PRESS RELEASE

*FOR IMMEDIATE RELEASE*

### **Hi-tech 'Zelfo' factory to produce biodegradable products from plants.**

**A unique and new biodegradable material produced from hemp and other plant fibers is being produced in Australia.**

A significant move forward for the hemp and sustainability industry has just taken place. In the quiet town of Byron Bay, NSW, Australia, it was agreed to create the world's foremost factory for commercial production of Zelfo products.

Zelfo is a new material that uses just plants - no glues, no resins or toxic materials of any form in any part of production.

#### **Zelfo History**

The product Zelfo is not new, a prototype material being first developed in 1992. It stems from a long-time patented material that had not yet found its way into commercial scale production. With the assistance of the materials main creator Martin Ernegg, Asia's leading hemp movement WOM Pacific and long-time hemp consultant Paul Benhaim, the first major German designed factory is currently being constructed and will be in full production by end of 2006.

#### **Why Zelfo**

Zelfo is a renewable (biodegradable) plant based material that may be formed into various products such as musical instruments, light fittings, home furnishings and kitchenware. Zelfo is super strong and may be formed to various densities. Zelfo will be manufactured to third party designs. Zelfo will utilize predominantly hemp fibre for its strength. Other materials including sugar cane, jute, flax, sisal, straw, recycled textiles, waste paper, dust from hemp and flax processing, brewery draff and other cellulose bearing fibres. Being a natural product it will offer the unique quality hand-made look and feel to various products that can be naturally coloured with pigments to form shades of brown, ochre, black, white, green, blue, red, yellow and violet.

Zelfo is not only good looking – see the photo gallery at [www.zelfoaustralia.com](http://www.zelfoaustralia.com), it is price competitive and, unlike plastic injection moulding, relatively small runs are possible.

Zelfo is an alternative to conventional thermoplastic synthetic materials, various metals, recycled glass, fibre glass and other chemically processed materials.

Zelfo is sustainable in all ways. The production of Zelfo uses no chemical glues or resins. The factory will take advantage of solar and green energy and will look to recycle its water usage using advanced reed-bed technology. Biodiesel heating will further assist in power in what will end up being a sustainable factory site that may find its way in the next few years to a town near you.

#### **Zelfo Applications**

Zelfo is ideal for 2-20mm thick applications. Thinner Zelfo is translucent (lighting applications), thicker for strength applications (furniture). Zelfo may also be produced at various densities with the lighter densities suitable for its insulating properties. Zelfo is a natural, living material and requires the same care and maintenance as required for wood and is not suggested for applications requiring complete immersion in water – though technology for this is part of existing R&D. No matter what finish is chosen - textured, matt, pearl or highly polished, Zelfo is ideal for many industries.

Zelfo has already won numerous design awards in pre-production trials in Europe, a 2006 materials award from the USA and looks forward to supporting designers with applications for future awards with the unlimited potential Zelfo offers.

#### **Zelfo wants you.**

For now, national and international renowned artists, designers and manufacturers are sought for product ideas. Zelfo does not plan to distribute any of these products, but will produce, for example a range of lampshades, drums, chairs, bowls or tables for interested parties. Contact Zelfo now for more information.

**Editor please note:** pictures and further information available on request.

#### ***How is Zelfo Produced:***

By use of a patented refining method, organic raw materials are specially processed. The potential of naturally occurring cellulose fibres within the material are used to create exceptional mechanical bonding properties.

[www.zelfoaustralia.com](http://www.zelfoaustralia.com)