



Q&A with OneNine5

We caught up with Alex Stewart, Founder of [OneNine5](#), to find out why they chose to replace their previous polybag packaging to garment bags made from Aquapak's signature marine-safe polymer, Hydropol™ - making them easier for customers to dispose of at home and reducing the impact of plastic polluting waste.

Q: What did you use previously and what do you use now for packaging?

A: We've always prioritised minimal product packaging to reduce waste. As an ecommerce brand our products are stored in multiple warehouses and shipped across a global logistics network. We have to carefully consider the commitment to our customers, to ensure products arrive well protected and undamaged, alongside the environmental impact of our packaging.

Before we switched to the Aquapak polybags, our Eco-Conscious Wash Bag was packaged in a biodegradable polybag. Our shipping boxes made from a 100% recycled kraft paper, whilst the product sleeve is also made from a 100% recycled kraft paper.

Q: What encouraged you to look at alternatives to traditional plastic bags / garment bags?

A: We launched OneNine5 in April 2019 and from the outset we've had the aim to switch from biodegradable plastic polybags to an alternative that is easier for our customers to safely dispose of. Whilst biodegradable polybags are a better option than virgin LDPE/ HDPE polybags, there are still associated risks that concerned us.

A lot of the compostable and biodegradable packaging that's used today won't easily degrade in a home compost bin, and we think there's still a big misconception and education required around this. Instead, industrial conditions are required, and we felt uneasy with the lack of transparency from both government and larger recycling organisations that they have the right infrastructure to enable these materials break down safely. Similarly, biodegradable material can actually contaminate existing recycling streams, rendering those materials non-recyclable.

Considering these risks, we got to work researching material that our customers could safely and easily dispose of at home and we were excited to discover the Aquapak garment bag.

Q: How did you hear about the water-soluble bags?

A: We're a small team with big ambitions to run our business the right way, so we made it a priority with hours and hours researching the best alternative to a biodegradable plastic polybag. We explored materials derived from corn, starch & sugarcane but found two major issues:

1. The shelf life of these products seemed limited.
2. A lot of these natural materials were combined with a plastic, and there's associated challenges with recycling blended materials.

We discovered the Aquapak garment bag from Finisterre's social channels. We loved the concept and agreed it was a positive change we needed to make.

Q: What difference does the bags make to you as a brand and your end-users / customers?

A: Our customers are doing their bit to be conscious of their environmental impact. With the Aquapak garment bag, it offers a peace of mind because they can safely dispose of the packaging, rather than relying on their local council or a private company to correctly dispose of waste.

From our perspective, we hope this is evidence that we are running a small business that prioritises environmental sustainability over profits. An Aquapak garment bag might cost 10x more than a virgin plastic bag but businesses need to be accountable and make the right decisions to better the planet. Whilst we don't think we're perfect, it's an indicator that we're continually assessing ways to improve and get better at what we do.