Plate-*Oh!*

A new philosophy for paper plates

It makes environmental & economical sense:

- Extended life cycle of a paper plate. So you buy less.

- It's easy; no clean up needed ***and*** saves water.

- It's compact; no more bins over flowing with bulky paper plates.

- Serve a 5 course meal to 5 guests with only 5 plates TWICE!

The BIG picture:

The concept of "peeling" off only theused layers, has the potential to give birth to a wide range of disposable products beyond paper plates; giving consumers a new perspective on product consumption and ultimately changing behaviour, to a greener, more environmentally conscious society.