

BIODEGRADABLE PLASTIC LASTS LONGER THAN EXPECTED

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Plymouth, UK – A new [study](#) shows that biodegradable plastic bags do not deteriorate after long-term exposure to the environment.

Researchers from the **University of Plymouth** examined the degradation of five plastic materials widely used for bags by retailers in the UK. Left in typical 'litter' environments, including air, soil and the sea, the biodegradable, oxo-biodegradable and conventional plastic formulations all remained intact after being buried in the soil or discarded in the sea for more than three years.

'When you see something labelled [as biodegradable], I think you automatically assume it will degrade more quickly than conventional bags,' says Imogen Napper, the research fellow leading the study.

Awareness of plastic pollution has led to the growth of biodegradable and compostable alternatives, but this research suggests that brands across sectors need to ensure that more sustainable products live up to their claims. In our **interview with Daniel Freitag**, the fashion label co-founder talks about kickstarting a debate about the industry's sustainable practices.