



OUR MISSION

A New Earth Project is a strategic collaboration of the global surfing community and the industrial packaging supply chain to rid the oceans of plastic pollution. As we analyze the plastic waste in our oceans, what we see is primarily plastic packaging. The manufacturers of packaging, the distributors of packaging, like Atlantic Packaging, and the users of packaging: major consumer products companies that service billions of consumers. We all created this problem, and **we are the ones who can fix it.**

Was it intentional? Of course not. As an industry, we were all focused on giving the consumer the best experience possible: quality products, functional, economical and attractive packaging, and plastic was a revolution in convenience. It is really no different than the evolution of the automobile. Henry Ford never set out to create an innovation that would pollute the air quality of the entire planet. I feel confident that was not his intention, but it was a negative effect, nevertheless. Plastic pollution is the unfortunate effect of economic progress, but it does not have to continue to be. Together, we can turn the tide and heal our planet.

As an industry, the packaging supply chain in 2021, has the immense benefit, a gift really, of not only hindsight, but also to live in a time when the planet is so technologically connected. We can see the negative effect of "consumer destined" plastic packaging with the click of a button. We can also drive and fly to all these global surf spots in N. America, Central America, Asia, Europe, Africa...everywhere, and see the ravages of plastic packaging on the beaches where our children walk and in the waves we surf. We can see the horrifying images of plastic pollution on social media outlets, the news media feeds and even from satellites..it's everywhere....massive, planetary plastic pollution is undeniable.

A New Earth Project is a partnership of the ambassadors of the oceans: surfers, and the packaging supply chain to first, raise awareness of this global heartbreak, but most importantly to fix this problem: clean our oceans and end the scourge of plastic waste. **We do this together. We do this now.**



The industry that created this problem must take ownership of it and fix it. We truly are the only ones that can. If our industry can pivot away from single use plastic packaging, work with governments to upgrade curbside recycling to keep these products out of our environment, and also collaborate with the innovators in the recycling industry, companies like CASS, Sierra and JWR to clean our oceans, we can do this. If not us, who? If not now, when?

Our partners in the surfing industry have a loud voice and are already doing amazing things in sustainability. It is the ethos of people like Peter King, Kelly Slater, Stephanie Gilmore, Bob Hurley, John John Florence and Jack Johnson. Surfing and salt water is in their blood and the blood of Atlantic Packaging's ownership. The synergy is without question.

Today, Atlantic Packaging is the largest, privately-owned industrial packaging company in North America, and our company has the ocean in our name. ***This is who we are.*** The surfing community is the catalyst to get this message to the masses, to raise global awareness, and then we, the packaging supply chain: makers of packaging, distributors of packaging and the user of packaging, in partnership with the global surfing community, we heal this environmental illness.

We heal our oceans for the good of all creatures and for the good of mankind. None of us can do this alone, and that is beautiful. To do this right, we have to collaborate, create win-win, regenerative solutions for industry and the planet. ***We can do this. We can do this together.***

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