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## Media Release

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### That's a Wrap!

#### Reuseable Beeswax Offers a Natural Alternative to Kitchen Plastic

Reusable beeswax food wraps offer Australian households a practical way to reduce disposable plastic use while helping the family budget.

For decades, plastic cling wrap has been a kitchen staple in Australian households, used to cover leftovers, wrap sandwiches and keep food fresh.

But Australian sustainable homewares retailer Joanne Kochanski believes it's time to reconsider one of the kitchen's most familiar disposable products.

Her alternative is Apiwraps, reusable food wraps made with natural beeswax that offer a natural, plastic-free solution for everyday food storage.

"Most of us don't think twice about pulling another length of cling wrap off the roll, using it once and throwing it away," Joanne said.

"But when you consider how many times you do that over a week, a month or a year, it's a lot of plastic going straight into the bin. The beauty of beeswax wraps is that you can achieve much the same everyday convenience without continually buying and disposing of plastic wrap."

Unlike conventional cling wrap, which is typically made from petroleum-derived plastics, Apiwraps use a reusable fabric coated with beeswax.

The warmth of your hands gently softens the wax, allowing the wrap to be molded around food or over bowls and containers, where it holds its shape as it cools.

The wraps are particularly well suited to storing cheese, cut fruit, vegetables, sandwiches and bread.

Importantly, beeswax wraps are naturally breathable rather than airtight, allowing small amounts of moisture to escape, which can be beneficial when storing foods such as cheese and bread.

And unlike disposable plastic wrap, they can simply be rinsed in cool water with mild soap, dried and used over and over.



Joanne said the financial benefits were another compelling reason for households to make the change. “Everyone is conscious of family budgets, especially these days, and I think we’re all becoming much more selective about what we spend our money on,” she said.

“A single beeswax wrap, properly cared for, can last for up to a year. That’s a lot of disposable plastic wrap you no longer need to buy.”

“It’s one of those lovely situations where making a more environmentally responsible choice can also make good financial sense.”

“Sometimes we make sustainability sound much more difficult than it really is,” she said.

“You don’t have to change what you eat, how you cook or how you store most everyday foods. You can simply change what you wrap them in.”

“And if that small change can reduce the amount of plastic coming into your home, reduce what goes into the bin and save a little money along the way, why wouldn’t you?”

Apiwraps are available through Joanne’s online store, Plastic Free Homewares.

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*Plastic-free, breathable and reusable — Apiwraps offer natural food freshness without disposable plastic wrap.*



**For more information, visit:**

[www.plasticfreehomewares.com.au](http://www.plasticfreehomewares.com.au)

## **ABOUT**

### ***Plastic Free Homewares***

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Plastic Free Homewares is 100% Australian, family-owned, and committed to helping families embrace a simpler, lower-plastic lifestyle through practical, thoughtfully selected everyday products.

A Graduate Dietitian and High School Science Teacher, Joanne Kochanski is a full-time mum, passionate about nutrition, both for her family and others. She firmly believes that when it comes to microplastics, the fewer the better.