

FOR IMMEDIATE RELEASE:

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**Geelong small business saves 25 MILLION plastic bags from landfill**  
***Oh Crap - changing the world one poop at a time***

Geelong, Victoria: Home of non-plastic dog poo bag Oh Crap. What began as a one-man operation from a kitchen has now become a small business with a huge impact, saving 25 million plastic poo bags from landfill. So exactly how much plastic is this?

If we take the average dog waste bag as 33cm in length, times that by 25 million, and lay them all out in a line, that gives us 8,250 kilometres. Almost the distance from Geelong to Antarctica & back - that's a long walk for any dog!

Instead of that enormous distance being lined with plastic (which could take thousands of years to break down), instead, it has been lined with the Oh Crap alternative - eco-friendly, cornstarch poop bags. There are 1.2 tonnes (1200kg's) of waste produced every day by more than five million Australian dogs. Up to 4% of landfill is dog poop, in the ground in plastic bags that sticks around for generations. In comparison, *Oh Crap's* corn starch bags are gone in three months. *Oh Crap* and the #OhCrapFamily of dog users have saved the earth from 25 million plastic bags, saving the earth for us, and for the future.

So what made a dog owner living in Geelong decide to create a business changing the world one poop at a time? Here's what Oh Crap founder Bruce Hultgren had to say:

Oh Crap may have had humble beginnings in my kitchen in Geelong, but it just keeps on growing. With partnerships with the RSPCA and Guide dog associations and the ever-growing #OhCrapFamily of 75,000 members, Oh Crap is creating a business loved by all, and for good reason. The non-plastic poop bag range has options for all dogs and users, including easy to tie handled options for visually impaired dog owners.

#### The Scoop on the Poop Bags

- The bags compost in 3 months, 100%, completely disintegrated!
- The plastic alternative technology is cornstarch!
- *Oh Crap* Dog Poop Bags last for 18 months plus when stored in cool dry conditions.
- *Oh Crap* Compostable Dog Poop Bags start from \$12.99 AUD

So what's next for *Oh Crap*?

#### About Oh Crap

*Oh Crap*, founded in 2014, is on a mission to eradicate the 4% of landfill that is dog poop wrapped in plastic bags that will never break down. *Oh Crap* is "changing the world one

poop at a time”, selling single-use compostable dog poop bags that break down & compost in 3 months in landfill to the public, retail and local councils so dog owners across Australia can make sustainable, earth-friendly choices for their dogs & our community as a whole.

Oh Crap is at:

Facebook: <https://www.facebook.com/OhCrapDogPoopBags>

Instagram: <http://instagram.com/OhCrapDogPoopBags>

Web: [www.ohcrap.com.au](http://www.ohcrap.com.au)

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