

FOR IMMEDIATE RELEASE:

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Against The Odds Oh Crap Saves 39 MILLION plastic dog poop bags from landfill
Oh Crap - changing the world one poop at a time

Geelong, Victoria - In an era where environmental challenges seem insurmountable, and corporate giants often prioritize profits over the planet, Oh Crap, a green initiative birthed in Geelong, stands as a beacon of hope. Today, against the staggering odds, they celebrate an eco-victory: diverting a whopping 39 million plastic dog poo bags from landfill.

Tackling an industry reluctant to change, Oh Crap has shown that with tenacity, innovation, and community spirit, even the most deep-rooted environmental issues can be addressed. Visualise a stretch of 39 million bags, and you span over 12,870 kilometres. That's from Geelong to the frosty realms of Antarctica and partway back. Unlike the indestructible plastic trail that haunts our environment, this path is paved with Oh Crap's innovative compostable bags, vanishing within a mere three months.

Considering the daily output of 1.2 tonnes of waste from Australia's canine populace, a startling 4% of our landfill is filled with dog faeces wrapped in plastic. Bruce Hultgren and the #OhCrapFamily have not only found a sustainable solution but are also bravely challenging industry norms.

Bruce Hultgren, the visionary behind Oh Crap, commented:

"Born in my kitchen, Oh Crap has always been more than just a business. It's about confronting long-standing, wasteful practices and proving that with commitment and community, we can catalyse real change. Each new dog and owner who joins the #OhCrapFamily isn't just a sale; it's a stand against an environment filled with indestructible waste."

Highlights of the Oh Crap Initiative:

- The bags decompose entirely within three months.
- Made from groundbreaking cornstarch technology.
- Retains effectiveness for 12 months when stored appropriately.
- Affordably priced starting at \$9.99 AUD.

With this monumental milestone achieved, what's next for Oh Crap? As the #OhCrapFamily grows with more dogs saying no to plastic and yes to compostable every day, they are gearing up for more eco-innovations, ready to challenge the odds yet again.

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/OhCrapPets>

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

Web: www.ohcrap.com.au

For more information:

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