



WHEATWAVE

A bioplastic solution to our everyday plastic use



Why focus in on another solution to our plastic problem?



WheatWave

Analog Outreach

Merchandise and Infographic



WheatWave



Infographic

Our plan is to use this as our what, why, and how; giving people an understanding behind WheatWave and what our goal is for the future





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WHEAT STRAW PLASTIC

What is it and how is it made?

Wheat straw is constructed from the waste left behind after the grain is extracted from the crop, providing a resource that would otherwise be discarded. When it's used, it becomes compostable and can decompose in a home or commercial site. As it decomposes, it leaves behind no toxic material, so the compost can be used for future plant growth.

How it is made...

- 1 Straw, which is the by-product of wheat harvest, contains lignin. Lignin is the part of the plant that keeps it standing, similar to a tree trunk 
- 2 Lignin is broken down by bacteria called *Rhodococcus jostii*, which is found in soil
- 3 Once the lignin is broken down, it's mixed with sugar to form a plastic-like substance 
- 4 This substance is then molded into products such as plates, cups, straws, storage containers, and more

 Wheat Wave



Merchandise

One of the biggest issues any sort of social change movement runs in to is funding. Yes, we have solutions such as bread and beer of our own, but how do we create a more intimate connection?



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Digital Outreach

Social Media and Product Design



WheatWave



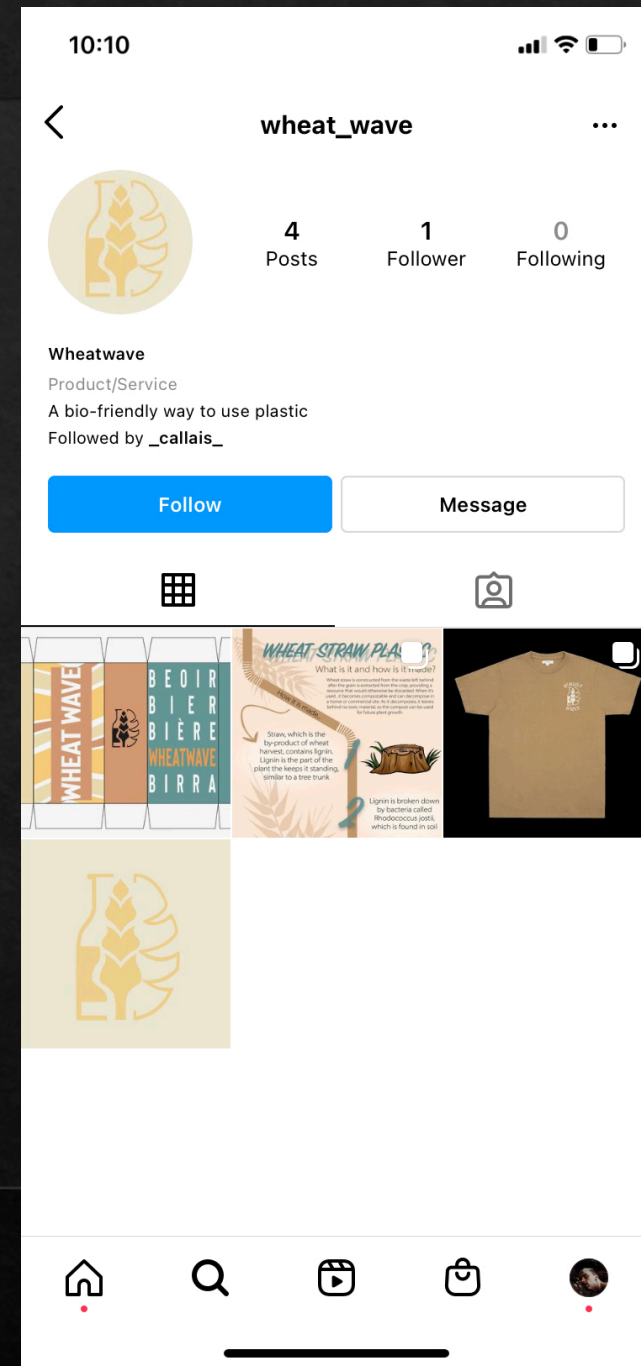
Social Media

Social media today is one of the most influential platforms for promoting new products, brands, and building change

Follow us @wheat_wave



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Bread Packaging

Walking through the grocery store, we typically see the same simple design. With that being an area that WheatWave could leave an impact, we decided to go bold.



WheatWave





Beer Box Branding

One of the biggest uses of wheat is found between bread and beer. As a college aged student, one of the biggest events for us is football and what does football bring...beer

Why not use that to our advantage in spreading the message?



WheatWave



Advertisement



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Lia Petramole
Emily Reedy
Logan Callais
Nate Fournel

liap@email.sc.edu

ereedy@email.sc.edu

lcallais@email.sc.edu

nfournel@email.sc.edu