

# DVD package practises what it preaches

**Former US Vice President Al Gore presents a compelling look at the state of global warming in the documentary *An Inconvenient Truth*, reports Larry Jaffee**

*An Inconvenient Truth*, the acclaimed documentary on global warming presented by former US Vice President Al Gore, practices what it preaches in its DVD packaging, released late last November by Paramount Home Entertainment.

The DVD is packaged by Ivy Hill, a Cinram Company, to make the smallest possible environmental footprint: it is made of 100% post-consumer waste recycled paper, no excess materials, and the package uses absolutely no plastics.



The DVD's cardboard holder is shrink-wrapped in EarthFirst PLA film, a registered trademark of Plastic Suppliers, which utilises NatureWorks PLA resin made from 100% field corn. EarthFirst PLA film can be used in packaging, label, shrink sleeve label, folding carton, overwrap, lidding, tamper evident and windowing applications.

The back cover of the DVD package states that it was "manufactured by Ivy Hill, which continues to support ways to protect the environment daily."

EarthFirst PLA film is made using corn kernels, an annually renewable resource, instead of petrochemicals. EarthFirst PLA film is compostable and is entirely environmentally friendly since it starts as a natural product and ends as a natural product with no impact on the environment. EarthFirst PLA film does not look any different than petrochemical based films. It functions in much the same way as other plastic films but has no harmful effect on our environment. In many cases, EarthFirst PLA film prints better than other substrates since inks dry faster on this substrate.

Properties of EarthFirst PLA films are as good as and often surpass those of petrochemical-based films as they relate to machining, printing, product finishing and overall appearance. A few examples of this film's properties are lower initiation shrink temperature,

improved shelf life, increased productivity, natural dyne level of 38, superior scratch resistance, FDA compliance and heat tolerance up to 142° F, not the 104° F stated by others. NativeEnergy, a privately held American Indian energy company whose logo can be found on the back of the *Inconvenient Truth* DVD, works to decrease the amount of carbon dioxide that enters the Earth's atmosphere every day.

NativeEnergy, Participant Productions and Paramount Pictures Classics offset 100% of the CO<sub>2</sub> pollution from air and ground travel, production energy use, and waste associated with the making of *An Inconvenient Truth*. Participant Productions and Paramount Pictures Classics made the film climate neutral and are helping build the Rosebud St Francis wind farm in South Dakota and the Dovan family dairy farm methane renewable energy project in Pennsylvania. ●

<http://www.NativeEnergy.com>

[http://www.earthfirstpla.com/a\\_dvd.htm](http://www.earthfirstpla.com/a_dvd.htm)