Cruz Foam

CIRCULAR DESIGN

LAND SYSTEM CHANGE

NOVEL ENTITIES

Problem

Single-use plastics dominate packaging, generating vast amounts of waste each year, much of it polluting oceans and ecosystems. The global foam market is estimated at $135B[1] and foam packaging market at $17B.[2] Petrochemical manufacturing is the largest source of hazardous waste generation in the U.S.[3]

Solution

Cruz Foam makes a bio-based, compostable foam made from food waste & starch, offering a scalable alternative to EPS. Major CPGs, electronics brands, and retailers can adopt its materials seamlessly within existing supply chains. At the end of life, studies indicate suitability for aerobic digestion and potential as a soil amendment to support plant growth.[4]

Contribution

Materials run on existing equipment, enabling rapid brand adoption and cutting emissions, plastic leakage, and toxic waste. The company leverages natural, abundant waste streams (e.g., agricultural industry waste) to generate circular feedstock that closes material loops. This contribution delivers measurable reductions in emissions, toxic leakage, and plastic persistence, while aligning brand partners with consumer and regulatory demand for circularity.

2024 Results

By expanding production and embedding its materials into existing supply chains, the company is reducing emissions, curbing plastic leakage, and cutting reliance on virgin resources. Leveraging natural waste streams as feedstock, Cruz Foam delivers measurable impact while meeting growing consumer and regulatory pressure for circular solutions.

13 tons	Linear Resource Use avoided[5]
38 tons	Micro plastics diverted from nature or landfill[6]
25 tons	Macro plastics diverted from nature or landfill[7]

Impact Risk

Evidence Risk ✗ External Risk ✓ Execution Risk ✓

Cruz Foam is redefining packaging by replacing fossil plastics with circular, ocean-safe materials on a global scale.

Sources: 1. Precedence Research, 2. Precedence Research, 3. United States Environmental Protection Agency, 4. MDPI, 5. LRUA - Regeneration.VC and Circle Economy calculations based on company provided information, 6. Cruz FOAM provided information, 7. Cruz FOAM provided information