

SWAY

ATLANTIC
PACKAGING

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SWAY SEAWEED PACKAGING

A regenerative, circular replacement
for thin-film flexible plastic packaging

What is Sway?

Sway is the leading innovator in seaweed packaging. Harnessing the power of seaweed to replicate the essential performance characteristics of plastic packaging, Sway designs materials that replenish the planet, from sea to soil.

The Technology: Thermoplastic Seaweed (TPSea™)

A first-of-its-kind pellet made entirely from seaweed and plants. TPSea™ is Sway's core technology, and the heart of their product portfolio. TPSea™ can be blended with other compostable polymers through various manufacturing techniques to create a wide variety of products.

The Material: TPSea Flex™ Film

The first of many products created with Sway's TPSea™, this flexible film is translucent, durable, and moisture-resistant. Its natural aesthetic and tactile quality deliver an enhanced user experience, attracting attention and offering ample opportunity for impact storytelling.

The Sway Polybag

Meet the first market-ready packaging made with seaweed! This innovative solution is a compostable replacement for thin-film plastic polybags. It's well-suited to package apparel, outdoor gear, home goods, accessories, cosmetics, and personal care items. The Sway Polybag aims to withstand global supply chains with the same durability as plastic, while generating benefits for climate, ocean health, and coastal communities.





SWAY

SUSTAINABLE IMPACT



Circular Economy

The circular economy is defined by three foundational principles: eliminate waste and pollution, circulate products and materials, and regenerate nature. Sway uses this framework to design their products – and entire supply chain – in support of a future where business thrives in harmony with planet and people.



Regenerative Inputs

Regeneration goes beyond the call for sustainability, nurturing rather than neutralizing. Seaweed thrives off sunlight and sea water, requiring low to no inputs – unlike terrestrial crops farmed through systems of conventional agriculture. It's abundant, space-efficient, and available on nearly every coastline in the world. Just by growing, it increases habitat for marine life, boosts biodiversity, and mitigates climate change impacts like ocean acidification and erosion. Developing science even suggests that seaweed farming can sequester carbon!



Responsible Sourcing

Sway sources seaweed from a trusted network of global partners, incorporating diverse geographies, species, and cultivation methods to support the positive impacts of expanded seaweed cultivation and avoid over-reliance on any one community. They work exclusively with suppliers who provide dignified employment to farmers, meaning fair wages and good treatment.



Home & Industrial Compostable

Every Sway product is intentionally designed to meet the gold standard of compost certification: TUV Austria Home & Industrial. Composting is an important piece of our waste management puzzle. By providing the optionality of composting at home or through local facilities, Sway is enabling consumers to complete the loop of biological circularity – just as nature intended.