

## **bioserie Introduces the World's First 'Made of Plants' iPhone 4 Cover**

HONG KONG, Aug. 25 /PRNewswire/ -- bioserie is first to market with a line of iPhone 4 covers that will give earth-conscious Apple device owners the protection they demand while using only plant based renewable resources in its production. bioserie's unique use of the latest in bioplastics technology offers considerably less greenhouse gas emissions in manufacturing and the prevention of environmental toxic pollution once the cover is discarded. The iPhone 4 cover is the newest addition to bioserie's existing line of "made of plants" covers for the iPhone 3G/3GS, iPod touch and iPod nano.

The expansion of bioserie's line marks a significant step in the availability of cutting-edge biobased Apple accessories - a market dominated by plastic products that use petrochemicals derived from oil. Using Ingeo(TM) by NatureWorks, LLC and a new proprietary blend of biobased components, bioserie is transforming annually renewable plant material into an iPhone 4 cover that is slim, light and has significantly improved strength and durability.

"We believe it is possible to enjoy technology without harming the fragile ecosystems of our Earth," says Kaya Kaplancali, bioserie CEO. "We're exploring the cutting-edge of green science to develop products that allow consumers to enjoy their iPhone 4 and other Apple devices in an environmentally-responsible way."

bioserie iPhone 4 cover features:

- Fully biobased bioplastic body with no toxic ingredients
- Lightweight protection - only 12 grams (0.4 ounces)
- Patent-pending screen protection feet allowing safe facedown placement
- Easily accessible iPhone 4 controls when cover is on
- Finely textured surface providing comfort and better ergonomics
- Colors: black, white, orange, lush green, forest green and red.

With a price of \$34.95, bioserie iPhone 4 covers are available now on the bioserie website [www.bioserie.com](http://www.bioserie.com) or convenient pre-orders on Amazon's website [www.amazon.com](http://www.amazon.com) with shipment in early September.

Looking ahead, bioserie plans to expand its eco-friendly line of Apple device covers. The iPad will sport its own plant protection with the release of a "made of plants" iPad cover in September 2010 made using a

unique Ingeo(TM) based bioplastics formulation.

"bioserie approached us with the idea for its Apple device covers and we knew immediately that a partnership between their brand vision and our Ingeo(TM) biopolymers could bring something entirely new to the marketplace," said Steve Davies, Marketing Director for NatureWorks, LLC. "Consumers continue to look for beautiful products that perform well, while now demanding better eco-credentials. Together bioserie and NatureWorks are creating a much-needed alternative to traditional plastic covers for earth-conscious Apple users."

About bioserie

bioserie is a cutting-edge company engineering revolutionary ways in which bioplastics are used. Based in Hong Kong, bioserie launched its first line of bioplastic iPhone covers in February 2010. The original line features covers for the iPhone 3G/3GS and expanded the line in June 2010 to include bioplastic covers for the iPod touch and iPod nano.

SOURCE bioserie

<http://www.bioportfolio.com/news/article/106390/Bioserie-Introduces-The-World-s-First-made-Of-Plants-Iphone-4-Cover.html>