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# HoldOn Bags Inc.

## National Advertising Division

NAD Case #7286

May 2024

# Relevant Media

## FROM THE EARTH, FOR THE EARTH

We use nontoxic ingredients like PBAT, PLA and cornstarch to produce our strong and sustainable material. Our plant-based renewables come from the earth and degrade cleanly back into the earth, without producing microplastics or toxic residue.

## SUSTAINABLE WITHOUT SACRIFICE

Our heavy duty bags are made with a unique mix of cornstarch, plant-based renewables and nontoxic materials, so you don't have to compromise convenience to care for the earth.

[SHOP ALL](#)



## A BETTER WAY. A BETTER BAG.

Heavy duty, plant-based, 100% home compostable trash and storage bags that break down in weeks, not centuries.

[SHOP NOW](#)



- HOME COMPOSTABLE
- PLANT-BASED
- HEAVY DUTY
- BPI CERTIFIED
- NON TOXIC

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## A Better Way, A Better Bag.

## BETTER BAGS FOR PEOPLE AND THE PLANET

Plastic bags create an enormous amount of pollution, piling up in landfills and oceans long after we've thrown them away. We knew there had to be a better way - so we created HoldOn. Our home compostable bags are made from nontoxic, plant-based material. Now, you don't have to compromise to care for the planet.



# Summary

The Glad Products Company challenged express and implied claims made by HoldOn Bags for its trash bags used for trash and composting. The National Advertising Division (NAD) determined that HoldOn Bags has a reasonable basis to claim that its trash bags break down in compost environments, but recommended that its claims be modified to clearly and conspicuously disclose the circumstances in which the bag will degrade, compost, or break down. In addition, NAD recommended that HoldOn Bags modify its advertising to avoid conveying messages of general environmental benefits or that HoldOn bags are not plastic.