

FOR IMMEDIATE RELEASE

Contact: Chelsea Holman

Media: 805-981-1773

## **HIGHWAVE INC. INTRODUCES ERGONOMICAL REUSABLE SILICONE LID**

CHICAGO, IL (3/02/2019)—The Earthlid™ is a patented silicone BPA free reusable lid that is ergonomically designed to replace the use of single-use coffee lids. Highwave Inc. has had this product available for purchase since December 2018.

One hundred billion polystyrene coffee lids landed in Oceans & landfills last year. The Earthlid™ fits on a paper coffee cup to eliminate one plastic lid for every coffee you drink. Most disposable lids are made of polystyrene [6], which is a known carcinogen and is difficult to recycle. These single-use lids are one of the most common types of plastic pollution found in the ocean.

The Earthlid™ is made from BPA Free European food grade silicone. The patented ecofriendly lid's strap rotates to seal your drink for a no-spill transport and can take a knock down if sealed correctly. Place the lid on your cup, sip, and go. The Earthlid™ fits on most to-go coffee hot cups as well as regular size soda cups to also help eliminate the use of straws.

Highwave's mission for 35+ years has been to help humans live in harmony with our planet. The engineers at Highwave are constantly inventing reusable products that make people's lives a little bit easier. Everything from our travel mugs for humans, to our travel mugs for dogs has been designed to respect the Earth and its natural resources.

Highwave will be at booth #N8202 at the International Home + Housewares Show showing more of their innovative products.

For further information contact, Chelsea Holman at [Chelsea@highwave.com](mailto:Chelsea@highwave.com) or 805-981-1773