



Q&A with Katharine Wilding of Angel Feathers



Artisan gin made at Moel Famau

Local gin producer Katharine Wilding is one of our Business Champions

Katharine, what inspired you to start cutting out the amount of plastic your business uses?

For years I've always said that it should be up to the companies themselves to reduce plastic, not the end consumer. So when I started up my own business it was just a natural process for me to try to minimise the use of plastic.

Of the steps you've taken, is there any one that seems particularly significant on your plastic reduction journey?

I've taken lots of steps throughout my business to reduce all waste, not just plastic waste. My favourite has to be the tamper seals. They look like plastic and feel like plastic.

The consumer wouldn't necessarily know that they were anything else. The beauty is that they can be discarded with the general

rubbish (which is what the consumer would naturally do) and they will disappear without a trace in a matter of months.

They can of course be home composted if you wish as they are plant based and pose no harm to the environment.

What's going to be your next plastic-reducing move?

I have two items left to remove from my business before becoming a plastic free company. Labels and stoppers. Both of which I'm constantly researching and waiting for the market to catch up with the need for these products.

Just recently there seems to have been a bit of an improvement in the label industry so I'm hopeful that this will be next to be plastic free.

Stoppers are also looking very promising ... I just need to use up my stock of current stoppers - so get drinking!

How do your suppliers react when you tell them you're trying to reduce your plastic footprint?

I've had varying responses from suppliers when I mention the P word. I've had to change suppliers a few times when they refuse to change their ways.

Others have actually been more than happy to supply their products with less packaging and with plastic free packaging, which is actually quite refreshing to hear.

There are people out there ... you just have to look a little harder sometimes.

What advice would you give to another business setting out on the plastic reduction path?

For any business starting on the path of plastic reduction I'd say that they should remember that every little bit helps.

Try to make small changes first, particularly changes that you are able to continue with as a business.

Then slowly build on those changes - I'm more than happy to help other businesses and share my finds with them, as I'm sure the other MPR Business Champions are too.

How are you using your MPR Business Champion status in promotional material?

I'm only using promotional material online at present, but when face to face events start up again, I will be including the Plastic Free Champion plaque from Surfers Against Sewage and MPR promotional material on my stands.