



FOR IMMEDIATE RELEASE

HIP Labels Introduces BioTAG® - A Breakthrough In Soil-biodegradable Plant Tags

Greensboro, NC (January 2, 2026) – HIP Labels, LLC, Greensboro, NC, is pleased to introduce BioTAG® plant tags to the marketplace for 2026. A giant leap forward in sustainability, BioTAG® is a unique, authentic, soil-biodegradable plant tag developed by HIP Labels to reduce single-use plastic waste in the horticulture industry by eliminating plastic from landfills and bodies of water. BioTAG® plant tags have been tested to the ASTM D5988 soil biodegradability test method. True biodegradability is the ability of organic materials to be fully broken down by microorganisms into water and carbon dioxide in the presence of oxygen, as when in soil. After being buried in soil with the plant and disintegrating into small pieces, BioTAG® plant tags fully biodegrade in 90 days. Durable in the plant production cycle and with excellent print quality, BioTAG® is perfect for all shapes and sizes of stake and hang tags.

Four years in development, HIP collaborated with Kelvin Okamoto, PhD, President of Green Bottom Line, Inc., for technical guidance. Okamoto brought 35+ years of industrial experience in plastics, materials, and packaging to the project. His knowledge of sustainable materials, packaging, and test and specification standards that affect them was critical to the creation and validation of the final product.

“Sustainability is an ever-growing concern in the industry and for consumers, and now HIP Labels is offering customers a truly biodegradable plant tag,” said Bob Lovejoy, president and owner of HIP Labels. “Meeting the challenge has been a significant investment in time and expense, but the end product had to be reliable in application and authentic in the sustainability statement. Adhering to the ASTM standard was important to avoid claims of ‘greenwashing’, or portraying a product as more environmentally friendly than it truly is. I’m excited to have BioTAG® in the marketplace finally.”

BioTAG® plant tags are exclusively available from HIP Labels in 2026 for nursery/greenhouse growers and retail growers.

HIP Labels, LLC, based in Greensboro, NC, has provided horticultural branding products to plant producers and retailers in the US and Canada for 25+ years. They are consistently on the cutting edge of innovation in materials, formats, and technologies, providing custom, sustainable solutions and exceptional customer service. Utilizing traditional offset and digital printing, HIP offers a wide array of stake and hang tags, pot wraps, and small and large format point-of-purchase signage.

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Photo: BioTAGPRrgb.jpg

For more information, contact:

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