

What we're working on

We've been busy! Check out these exciting sustainability projects we have in the works!



01. USDA Coalition

Pioneer was asked to be part of the USDA Domestic Natural Rubber, Natural Latex Partners And Stakeholders Coalition. As the only balloon manufacturer selected, Pioneer will represent the industry to raise awareness within the US Government addressing supply chain sustainability.



02. Global Supply Chain

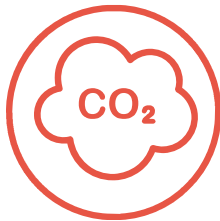
Pioneer is working with a newly formed company called Advanced Sustainable Polymers Pte Ltd (ASP) to enhance our global latex supply chain, which will allow us to reduce our dependency on imported materials over time.

Current Projects



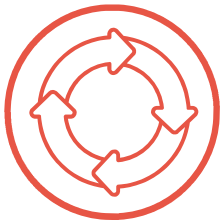
03. FSC Latex

Pioneer and ASP are working to secure FSC (Forest Stewardship Council) certified natural latex to ensure responsible and sustainable sourcing in 2023 and beyond.



04. Carbon Neutrality

Pioneer is working with ASP to assess the carbon footprint of our NRL supply chain and create a strategy to carbon neutrality by 2030, which will include developing sustainable sources of NRL and recycling of latex balloon waste.



05. Product End-of-life

ASTM International is an international standards organization that develops and publishes voluntary consensus technical standards for a wide range of materials, products, systems, and services. In addition to other leadership roles within this standards development organization, Pioneer is chairing D11.27, which is focused on Natural Rubber and Natural Latex Sustainability, which includes product end-of-life and circular economy task groups.

Current Projects



06. Scientific Latex Study

Pioneer is working with expert resources on a science-based polymer-specific latex balloon study. This study will serve as a baseline for continued improvement on latex product end-of-life.



07. Bio-based Additives

In partnership with government and academia, Pioneer is working to investigate bio-based additives to replace traditional chemical loading in latex balloons.



08. Alternative Pigments

In 2021 and 2022, Pioneer worked to replace the white pigment in more than 60 latex color lines to meet 2022 regulatory changes within the EU and UK. Additional pigment work is underway to source more sustainable alternatives and stay ahead of other anticipated changes.