

Meet Jason and Jared



Jason Puracal and Jared Devine at ZILA Works

(www.zilaworks.com)

Jason Puracal is the CEO and co-founder of ZILA Works. Jason created the company with Jared Devine in 2014, while the two were studying to earn their MBAs in sustainable business at Pinchot University. Jason and Jared wanted to create a company that could unite farmers, factory workers, and consumers looking for more responsible materials and environmentally friendly products.

Jason and Jared realized many plastic products are manufactured using ingredients that come from fossil fuels like natural gas, oil, and coal. Those ingredients can cause serious health problems for workers and are bad for the environment. Jason and Jared knew that they could use industrial hemp—a plant that is easy to grow and has strong, long-lasting fibers—to change the way that plastics are made and help many different people at the same time.

- They could help farmers by buying from local farms instead of oil companies far away.
- They could help workers by using safer chemicals that do not cause health problems.
- Finally, they could help customers—you and me—by creating products that are nontoxic and recyclable.

Jason and Jared also realized they could help the environment in many ways. As hemp grows, it removes harmful greenhouse gasses from the air animals, plants, and people need to breathe. Hemp plants also grow very quickly and are a sustainable raw material that can be grown and harvested year after year.

