

# A QUICK (NOT SO BORING) INTRO

PLANET  
ECOLOGICA<sup>♥</sup>  
FUTURE  
PROOF







**THE  
PROBLEM**

**IT'S STARTING  
TO GET A LITTLE  
STUFFY IN HERE.**

Global population is estimated to grow to 9 billion in 2030 and with it, will come an unprecedented amount of consumption from all these people.

Single use paper and plastic will skyrocket to meet consumption demands of the future. Paper will eat up our forests and extinct wildlife, plastic will fill up landfill and pollute oceans more than ever.

**9B PEOPLE**

**SO MANY PROBLEMS CAUSED BY OVERPOPULATION**

**DEFORESTATION & LOST HABITAT;  
POLLUTED OCEANS & SEA LIFE;  
DEPLETED NATURAL RESOURCES;  
INCREASED LANDFILL AND WASTE;  
POLLUTED OCEANS AND SEA LIFE;  
GLOBAL WARMING.**

**AND SO MANY OTHER  
ISSUES WE CAN'T FIX.  
WE WILL LEAVE THAT  
TO THE POLITICIANS  
AND WORLD LEADERS.**





## ISSUE ONE

ALTHOUGH WE APPLAUD THE MOVE AWAY FROM PLASTIC, WE ARE WORRIED TO SEE INDUSTRY RUNNING TO PAPER AS THE ANSWER. WHAT WILL THIS MEAN?

YOU GUESSED IT... DEFORESTATION ACCELERATION!

A HIGHER DEMAND TO MAKE THINGS OUT OF PAPER, AN INCREASED CONSUMPTION RATE FROM CONSUMER DEMAND, AND THEN A SHRINKING SUPPLY OF NATURAL RESOURCES.

# DEFOREST- -ATION

\* About 4 billion trees or 35 % of the total trees cut around the world are used in paper industries on every continent.

^ 1 ton of virgin paper uses around 24 trees.

^ 1 ream of paper (500 sheets) uses 6% of a tree (and those add up quickly!

^ So 1 tree only makes 16.67 reams of paper or 8,333.3 sheets. Start thinking...

\* Deforestation is the permanent destruction of forests in order to make wood and paper products. An estimated 18 million acres (7.3 million hectares) of forest, which is roughly the size of the country of Panama, are lost each year. (FAO)

\* Many animals also rely on forests. 80% of the world's land-based species, such as elephants and rhinos, live in forests. Forests also play a critical role in mitigating climate change because they act as a carbon sink—soaking up carbon dioxide. Nearly 100,000 acres of forest is cleared per day.

\* In the next 25 years, if deforestation continues at this rate, nearly half the world's species of plants and animals will be destroyed or severely threatened. Native tribal lands, resources, and culture are being wiped out due to deforestation as well. ^conservatree.org



**\* GLOBAL PLASTIC  
PRODUCTION BY  
INDUSTRY IN  
MILLIONS OF  
TONS**



**ISSUE  
TWO**

# PLASTIC- POLLUTION

\* In 1950 the world produced 2 million of plastic tonnes per year. Since then, annual production has increased reaching 381 million tonnes in 2015.

^ Every day approximately 8 million pieces of plastic pollution find their way into our oceans. There may now be around 5.25 trillion macro and micro plastic pieces floating in the open ocean. It is now believed that there are 5.25 trillion pieces of plastic debris in the ocean.

\* Plastic pollution can afflict land, waterways and oceans. The material recovery facility Mercer Group International notes that most plastics take 200 to 400 years for decomposition.

\* Health concerns - The toxic chemicals in plastic interact with water and leach into the ground and pollute groundwater reservoirs harming wildlife and people.

\* Over 1 million marine animals (including mammals, fish, sharks, turtles and birds) are killed each year due to plastic debris in the ocean.

Plastic pollution has become one of the most pressing environmental issues, as rapidly increasing production of non-biodegradable disposable plastic products overwhelms the world's ability to deal with them.

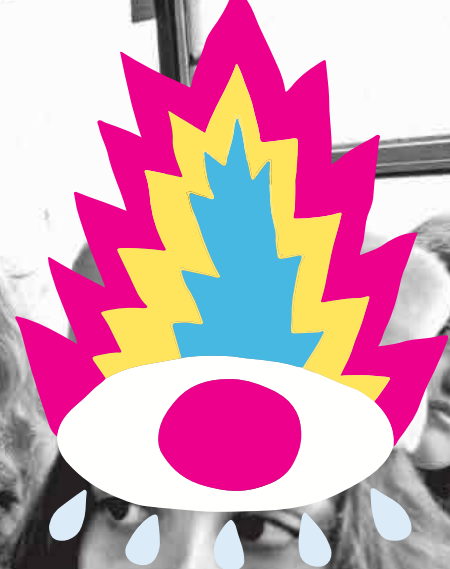
We have already used up more of the Earth's natural resources than it can regenerate within one year. By 2020, it is estimated that the demand will exceed what nature can regenerate by 75%. Add to this, consumer consumption continues to grow so even more demand of products are needed from industry.

### **SOME BIG 'PRODUCT FOOTPRINT' INDUSTRIES**

- \* Airline
- \* Automotive
- \* Food and beverage
- \* Apparel
- \* Large Retail
- \* Pharmaceutical
- \* Grocery
- \* Farming
- \* Transport
- \* Hotels & Hospitality
- \* Government
- \* Entertainment
- \* Agriculture - hmm get back to that!

**REQUIRING  
PRODUCTS &  
PACKAGING**

# SO WHO'S AFFECT- ED?







**OUR  
SOLUTION**

**WHAT ARE WE  
GOING TO DO  
ABOUT IT,  
LIKE NO ONE  
ELSE HAS?**



We're going to save the planet by designing and manufacturing better products for the growing population to consume. Ones that are friendlier for the environment, having less of a reliance on natural resources to begin with, sexy as ever and functional during life, engineered to reduce the burden on landfill at the very end.



# SAVING THE PLANET IN A 'SCRAP'PY WAY



The best way to understand our fix is to think about your kitchen food scraps and compost. Imagine cooking a basic meal. You peel your carrots and potatoes, take the stem off your broccoli, dice up tofu, and trim your corn. If you put the leaves, stem, and trimmings in the compost heap, with a bit of time, you are going to end up with some great compost. Alternatively, those scraps could go straight into the bin. This is the thinking that led us deep into what we do!





# HELL PLANT PULP™



We've called it PlantPulp™; made from a mix of plant based and upcycled materials, which we use instead of paper or plastic. Specifically, our products are derived from leftover waste streams, re-purposed agricultural by-product, fast growing plants and reclaimed post consumer materials (all diverted from Landfill).

PlantPulp™ is non-natural resource reliant, tree free, petro chemical free, biodegradable, recyclable, compostable and hydradable. In this way, we are helping to stop deforestation and plastic pollution. We designed it to combat the strain on our natural resources, and ease landfill effect.



# FROM PLANT TO WOW



I Am Not Paper food boxes - only ones successfully made from Plant-Pulp™ fibre with a compostable I Am Not Plastic eco lining. Market proven in Melbourne. Great feel, great look, flawless performance.



# THE PROCESS

The PlantPulp™ process is how we make our PlantPulp paper and plastic environmentally better than AKA tree paper and petroleum plastic. \*ps we didn't reinvent the process much, just changed what goes into it!



**RAW MATERIAL**

**PROCESSING**



**COLLECTION**



**PULPING TECH**



**REFINEMENT**



**CONVERSION**



**DESIGN**



**PRODUCTION**



**PRINTING**



**QUALITY CHECK**



**DELIVERY**



# GNARLY! SO NO TREES NO PLASTIC BUT WHAT ABOUT RECYCLED STUFF?



**BIODEGRADABLE  
COMPOSTABLE  
HYDRADABLE  
SO THROW  
US AWAY**

Once we thought recycling was the answer to all of our material ills, & in some areas it still is. Unfortunately, when it comes to “normal” paper and plastic based products... not so much.

- \* Litres of water;
- \* Detergents;
- \* Bleaches;
- \* Diesel, electricity & gas;
- \* Expense;
- \* Enough Energy that can wake Frankenstein;
- \* Strain on recycling plants due to sorting and contamination issues.

We break that paradigm - every part of our products return to the soil naturally & easily.

\* Not so fun fact - did you know that ‘recycled’ paper normally has only a maximum of 30% ‘post consumer’ material? The rest being either virgin forest (FSC) or plantation sourced.





**MEET  
BONO**

**I AM NOT,  
PAPER<sup>®</sup>**

**'Our paper doesn't grow on trees, and our plastic won't hang around forever'**

Rolling from PlantPulp, to start with, we've created **IAMNOTPAPER & IAMNOTPLASTIC** brands as 'sexy as funk'... yes funky alternatives to traditional & boring paper and plastic consumable products. Our image and products are set to attract a younger audience and the young at heart being part of the **'post-paper/post-plastic generation'**.

**I AM NOT,  
PLASTIC<sup>®</sup>**

**INTRO-  
DUCING  
'I AM  
NOT'**





# CAUSE WE LOVE NATURAL ECO SYSTEMS JUST THE WAY THEY ARE!

We avoid bleach.

Secondary packaging as good as the product & never, ever plastic.

No Hydrocarbons in any of our products. Ever.

Plant based linings & coatings only.

No natural ecosystems affected.

No animal homes impacted.

No trees, of any sort, not ever\*.

Everything we make biodegrades & composts completely\*.

Utterly unique! Utterly future proof!

\*NATA lab testing occurs regularly on our products to prove how truly different we are.

**I AM NOT.  
BAD<sup>®</sup>**





Post  
PAPER  
PLASTIC  
GEN



# WHAT'S ON

## CHANNEL \*1 IAMNOT RETAIL

Oh Lord, won't you buy me a color TV. Dialing for dollars is trying to find me, I wait for delivery each day until three... Say what Janis? We dont make TV's. Our IAMNOTPAPER & IAMNOTPLASTIC sexy ass range of consumer products to hit the retail space. Think anything paper... we will have it. Whatever was that nasty plastic we will re-do it too!

## CHANNEL \*2 CLIENT WORK

Our IAMNOTPAPER & IAMNOTPLASTIC materials redesigned into bespoke product & packaging 'right on' for our corporate clients (ecoheroes). If we can greenify our own small-scale products & packaging, we can surely do it right for big footprint industry. Circular movement; Ideation, design, manufacturing, fullfilment. Happy customers, thankful planet!



## PRODUCTION

Apart from manufacturing our products to the strictest environmental standards, all our factories are audited to ensure they are continually abiding by PE's social standards.

We've hitched our ride to the UN Development Programme's Sustainable Development Goals (SDGs). Specifically providing for:

### **SDG #5 \*GENDER EQUALITY**

Policies in place against sex discrimination

### **SDG #8 \*DECENT WORK & ECONOMIC GROWTH**

Work hours / pay are regulated

### **SDG #9 \*INNOVATION & INFRASTRUCTURE**

Goal of 100% renewable energy by 2030

### **SDG #12 \*RESPONSIBLE CONSUMPTION PRODUCTION**

Goal of 100% waste reused by 2030

### **\*SDG #13 \*CLIMATE ACTION**

100% adherence to our environmental policy in place now

# DESIGN & MAKE ETHICALLY

## DESIGN

Product design is more than just making things look good.

It's when Industrial Design and functionality dance to the music of sustainability - Ok a little poetic!

It's time we Re-think how products are made. Everything is questioned. Not just making products out of friendlier materials, but how it fits in transport to reduce fuel consumption, where it collapses for better disposal and more.



# FUTURE PROOF

A large, dark, textured hand, resembling a giant ape or gorilla, is shown from the wrist up, holding a small, bright blue pool of water. Inside the pool, many people are swimming and playing. The background is dark and textured, matching the hand.

## WE'VE BROKEN OUR STRATEGY DOWN INTO 5 R'S:

- Re-think** - how products are made and what they're made of
- Re-design** - so products are not only useful, but better used
- Re-place** - unsafe and harmful materials and products
- Re-new** - Re purpose materials rather than accumulate waste
- Re-educate** - Empower people to make informed decisions

We developed a strategy for achieving our sustainability vision and our overall goal. We will ONLY design, manufacture and distribute our 'PlantPulp' products to replace tree-based paper and petroleum based plastic.





# CO-LAB<sup>\*</sup>IN

**WE LIKE TO RE-THINK PRODUCT AND PACKAGING, TO CREATE THE SPECIAL, THE INTELLIGENT AND THE FUTURE PROOF**

We also offer environmental product consultancy. We CO-LAB\* on projects that will really make a difference. In a nutshell, we innovate product through design, work with our suppliers to develop 'Planet Safe Materials' fit for today's standards and drive our network of manufacturing plants not only to be greener everyday, but to deliver product of highest tech standards and to budget. What if a product redesign was more than just a new colour scheme, what if a product redesign really meant something?



# OUR PROFITS GO TO



- \* Focused on giving back and restoring balance, preserving the wild & minimising the impact of humanity.
- \* Education & raising awareness is at the core.

## **TASK ECOLOGICA:**

Short term, local, one off actions. From creating a small urban forest to supporting those saving some beached whales.

## **PROJECT ECOLOGICA:**

Medium term, national, month to years. Support to save a species or ecosystem, through to funding PhD research into Wild Fires or similar.

## **MISSION ECOLOGICA:**

Long term or permanent on any geographical scale. Buying/locking away land in the Amazon to building/running a luxury Eco- resort to see the Silverbacks in DRC or fix the environment at Ha Long Bay.



# ⚡ PLANET-HEROES

Not all heroes wear capes and tight pants. Everyday people can become a Planet Hero just by using their superpower - **Choice**.

- \* Partners will be thanked and promoted as Planet Heroes in our marketing material & social media;
- \* Attract new customers and gain loyalty from by having a 'green' point of difference;
- \* Meet customer expectations that you are 'doing your bit' for the environment;
- \* Show you're aware and pro-active in taking care for the environment;
- \* Improve employee morale (especially from the eco-conscious millennials);
- \* Achieve a planet friendly alternative at a competitive price.





After rewarding our team, keeping our accountants and investors happy, we wanna do a little good with the profits our customers grace us with.

\* Grow Mission Ecologica, develop blue-sky projects, educate people and industry, and donate to eco initiatives. It's our founders objective, something we love being a part of! #futureproof



**DO  
GOOD  
FEEL  
GOOD**



# our planetarians








# LET'S ROLL

## We have:

- \* The eco-materials.
- \* The designs & products.
- \* The manufacturing capabilities.
- \* The market proven smarts & experience.
- \* The established & tested Value Chain.
- \* The foundation of our crazy-engaged team.
- \* The ethics, ideals & integrity.
- \* The planet changing, utterly unique Mission Ecologica.
- \* The desire & strategy to do good, for the benefit of our entire Ecosystem. Now & forever.



A close-up photograph of a slice of toast on a white plate. The toast is topped with a dark, thick spread, possibly jam or a dark sauce. A small Australian flag is stuck into the toast with a wooden toothpick. The background shows a white tablecloth and a blue and white checkered cloth.

**PROUDLY**





**WELCOME  
ON BOARD!  
LET'S SAVE  
THE PLANET**



**FUTURE  
PROOF**

**PLANET  
ECOLOGICA<sup>♥</sup>  
FUTURE  
PROOF**