

“development that meets the needs of the
present generation without compromising the
ability of **future generations** to meet their own
needs”

「既能滿足我們現今的需求，又不
損害子孫後代，能滿足他們的需求的
發展模式。」

*Brundtland Report,
the United Nations World Commission on Environment and Development,
1987*

SUSTAINABLE DEVELOPMENT GOALS





AVOID PLASTIC BAGS TO KEEP THE OCEANS CLEAN.

Over three billion people depend on marine and coastal biodiversity for their livelihoods.

#tide

OCEAN MATERIAL

the issue

Our oceans are suffocating with plastic pollution.

Every minute **one truckload of plastic waste ends up in the sea.**

Only 9% of the worldwide plastic is currently **recycled.**

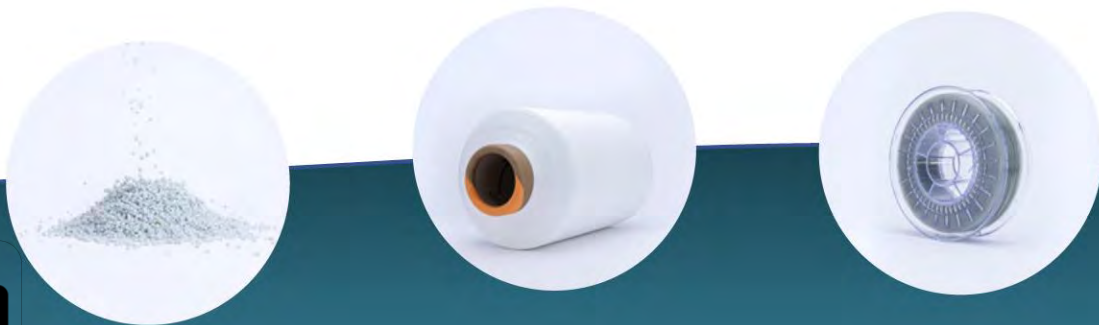
Solutions are **urgently** needed – otherwise **the ocean will contain more plastic than fish by 2050.**



the solution

Giving **plastic** waste a **second life**.

#tide has developed an **award-winning method** able to transform plastic litter into a **safe raw material** that can be used to create **high-quality durable products**.



a global supply chain

To achieve the goal of cleaner oceans, we have created a **global network**.

- ❖ We organize beach clean-ups
- ❖ Collaborate with **social enterprises**
- ❖ Pay **fair wages** to local communities
- ❖ Comply with **ethical and ecological standards**

#tide **gives** plastic **waste** a **value**.



a global supply chain

Our international network is comprised of actors located in **strategic areas** to meet our **customers' needs**, **guarantee efficiency**, and ensure the **lowest carbon footprint** possible when it comes to transportation.

We envision to have **compounding facilities** located as close as possible to our collection points on **each continent by 2025**, as it is already the case in Southeast Asia.



MATERIAL

#tide granules

We are upcycling 100% ocean-bound plastic into **high quality granules**.

- ❖ rPET
- ❖ rPP
- ❖ rHDPE
- ❖ rLDPE



#tide yarn

#tide's polyester **yarn** is suitable for polyester **textiles** and **fabrics**. We provide Dtex norms 50 to 1200. The yarn can be dope dyed, texturized and twisted.



#tide OceanCanvas

#tide's **OceanCanvas** is a textile material (1200 Dtex) that comes in **6 different colors**:

- ❖ Olive Green
- ❖ Turquoise
- ❖ Marine Blue
- ❖ Clear Grey
- ❖ Anthracite
- ❖ Black



IMPACT

added value for your company

#tide stands for **impact**. We believe a business is only **sustainable if beneficial to everyone**:

the **workers**, the **brands**, the **consumers**, and the **environment**.



social impact

We **improve the quality of life** of the local communities by:

- ❖ creating jobs in rural and developing countries
- ❖ paying fair wages
- ❖ offering additional income
- ❖ creating waste management systems
- ❖ strongly committing to the UN SDGs

As a partner, you will **directly contribute to #tide's social impact.**



environmental impact

By using #tide ocean material[®] instead of virgin plastic, you:

- ❖ **protect the ocean** and **support** the **innovative circular economy** model
- ❖ help to **save** up to **52% of energy**
- ❖ can reduce your carbon **footprint by 80%** (**#tide ocean material[®] is 5x more eco-friendly than virgin plastic**)



social, environmental, & economic impact

#tide complies with **6** of the 17 **United Nations Sustainable Development Goals**.

Not only do we protect marine life by fighting plastic pollution through the implementation of an innovative solution, but we strive to reduce poverty by creating employment for people in need.

We create safe and inclusive work environments and do everything we can to reduce the carbon footprint of our supply chain to combat climate change.



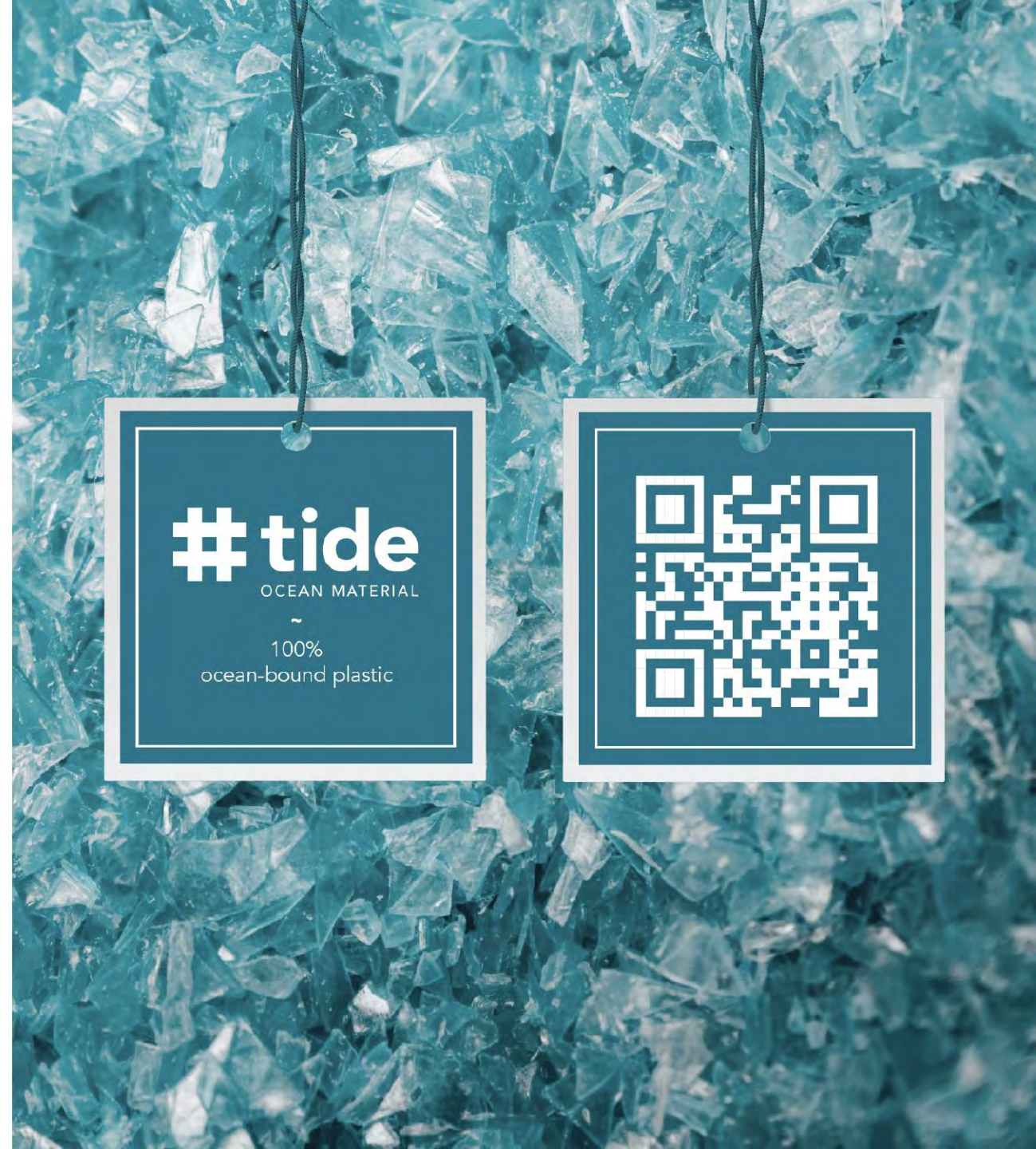
marketing impact

- ❖ **authenticity:** #tide is the first only true 100% ocean-bound plastic label
- ❖ **credibility:** #tide provides QR codes, logos, pictures / videos /drone footages, PR work etc.
- ❖ **creativity:** you get support for your storytelling from our marketing team
- ❖ **traceability:** blockchain solution
- ❖ **movement:** join #tide's Road to 1 billion bottles or hire our team on site for a co-branded beach clean-up
- ❖ **awareness:** (co-)branded OEM products



label of trust & quality

- ❖ made of 100% upcycled ocean-bound plastic, #tide ocean material® is the **quality label for responsible plastic consumption**
- ❖ just like Max Havelaar Fairtrade and Gore-Tex, **#tide's label guarantees** to the end consumer that the raw **material complies with strict ethical, environmental, & quality standards**



label of trust & quality

As a **licensee**, you:

- ❖ and your retailers will be able to **feature #tide's label** and **enhance trust** amongst your **target audience**
- ❖ will be **granted full access to #tide's logo, content and QR codes** (incl. material passports to provide full transparency to the end consumer)
- ❖ will benefit from **#tide's marketing team's assistance** (storytelling, graphic design, and consultancy)



**THE LABEL FOR
RESPONSIBLE
PLASTIC
CONSUMPTION**

Every bottle deserves
a second chance



CASE STUDIES



a few examples

In a three-year timespan, **over 40 companies** have **launched products with #tide ocean material®**, ranging from watches to apparel and pieces of furniture.

A large panel of those brands brought **#tide's story and values at the core** of their **marketing strategy**, each bringing a different and unique approach.



Maurice Lacroix

In March 2022, Maurice Lacroix, the esteemed Swiss mid-luxury watch launched **the AIKON #TIDE**.

The AIKON #TIDE watch series comes in 10 different official colors and 4 special editions. The timepiece's **case, crown, bezel, and buckle** are all made with **#tide ocean material®**.

Maurice Lacroix even replaced the classic watch box by a **customized edition of #tide's OceanMug**, itself carefully enveloped in a **#tide custom-made OceanBag**.

AIKON
#tide
OCEAN MATERIAL



generation Z

The AIKON #TIDE was made for the **generation Z**; individuals conscious of the environment and willing to make a difference for the planet.

Maurice Lacroix reached out to this target group through a **state-of-the-art marketing campaign** which included:

- ❖ creating a launch event with **urban sport athletes** and **artists** and a **clean-up event** in Phuket
- ❖ creating original video & photo content **portraying DJs, dancers, and other athletes**, together with footage picturing **#tide's social and environmental impact**

THAT'S
WHAT
A DROP
MAKES



Maurice Lacroix: a 360 partnership



Winter & Company

Winter & Company, a Swiss firm renowned for producing high-end packaging across the world launched the **world's very first book cover made from ocean-bound plastic.**

Named **Toile Ocean**, the fabric wrapped around the book is made **with #tide's premium PET yarn.** Toile Ocean is a versatile material that can be used for book covers, hang tags, packaging, shopping bags and stationary items.

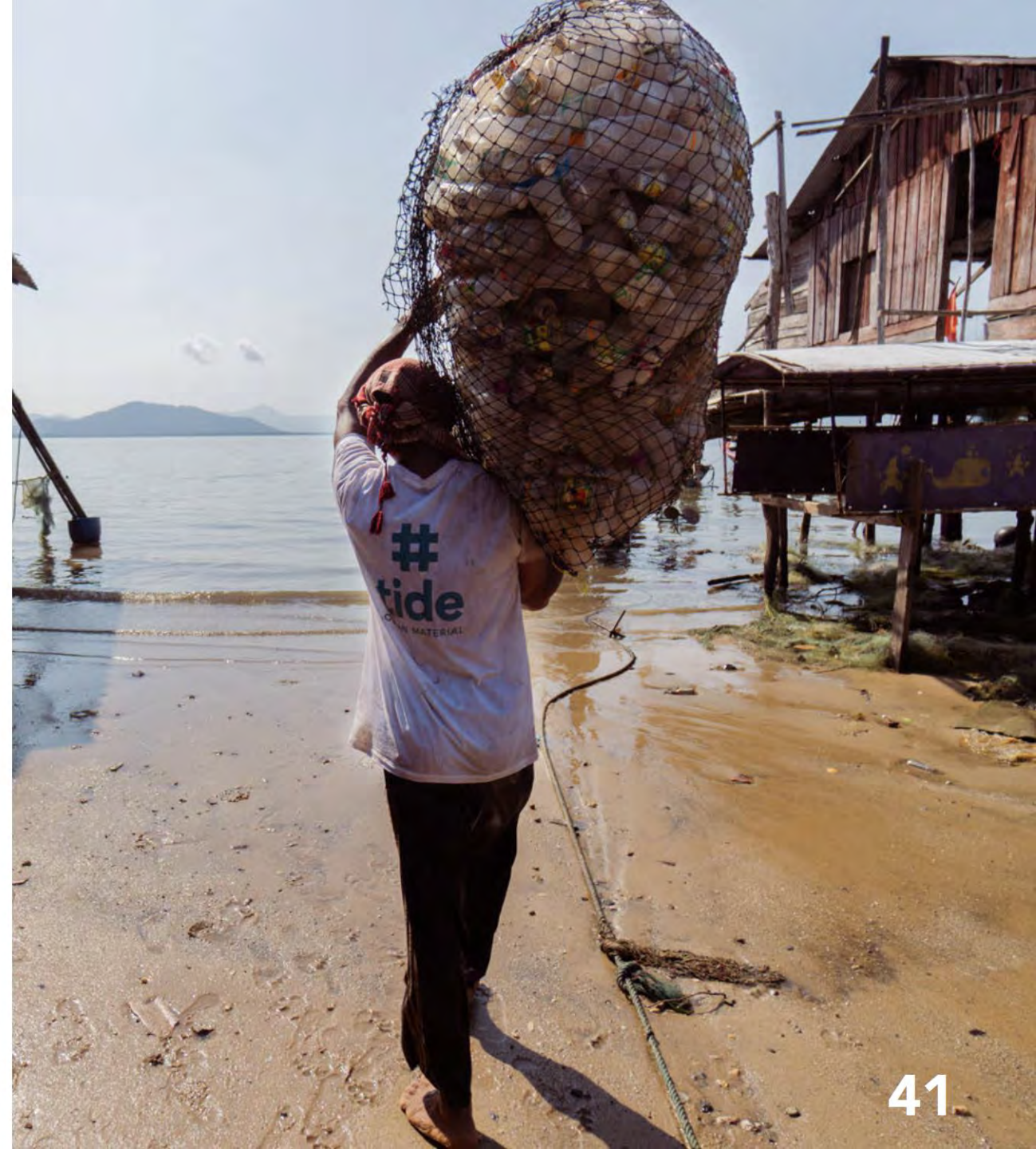


1 BILLION
BOTTLES

road to 1 billion bottles

You can join our journey to close the circle of plastic waste pollution by helping us achieve our goal of saving **1 billion bottles by 2025**.

Your participation will directly contribute to **#tide's environmental and social impact**.



road to 1 billion bottles

As a **certified Changemaker**, you will:

- ❖ **Support #tide ocean's plastic collection activities** on islands and along the coastlines of Southeast Asia and Mexico.
- ❖ Help us to **keep the oceans clean and protect marine life**. Help us to make a **social impact** by improving the life of the people who work hard to fight plastic pollution.
- ❖ **Gain exposure on #tide's website** by being mentioned as a Changemaker.
- ❖ Receive **unique visual and textual materials** related to your contribution for your PR.
- ❖ Obtain an **official Changemaker certification** highlighting the specificities of your participation.

Let's give value to trash, let's make the change

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