

# OCEAN SAVER®

Clean Home. Clean Ocean.



**OCEAN  
SAVER**  
Home clean & ocean safe

# THE PLASTIC ISSUE



## 8.3 billion\*

The UK has produced 8.3 billion metric tonnes of plastic since 1950 (half of this since 2002)

79% of these plastics sit in our natural environment



## 850 million\*

The top 10 retailers in the UK contribute 850,000,000 units of single use plastic every year

Only <9% plastics are recycled



## By 2050

Predicted that by 2050 there will be more plastic in the oceans than fish (in kilos)

# Overview

**OCEANSAVER is a plant based and plastic free cleaning brand that is on a mission to eradicate single use plastic from the category and revolutionise the way customers use products.**

**Most cleaning products are 90% water and with this front of mind - the concentrated, plant based EcoDrop refill was developed and the mission to clean up the ocean was born!**



**OUR MISSION IS TO PREVENT 1 MILLION TONNES OF PLASTIC FROM ENTERING THE OCEAN**

# WHY OCEANSAVER?

## Eco-Credentials

Saving the ocean, through biodegradable plant-based formulas, refill & reuse EcoDrops, low carbon footprint and 100% recycled and recyclable bottles.

## Value

Great value product against RTU

## Efficacy

Product performance has been tested and is comparable to leading brands and eco brands.



Saving the oceans  
for the new  
generations



Sustainable



Refillable



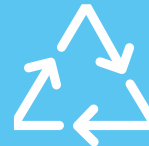
Non-Toxic



Vegan / Cruelty  
free



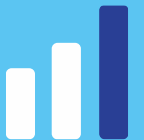
Good Value  
for money



Recyclable



Innovative / unique



Efficacious



Scalable

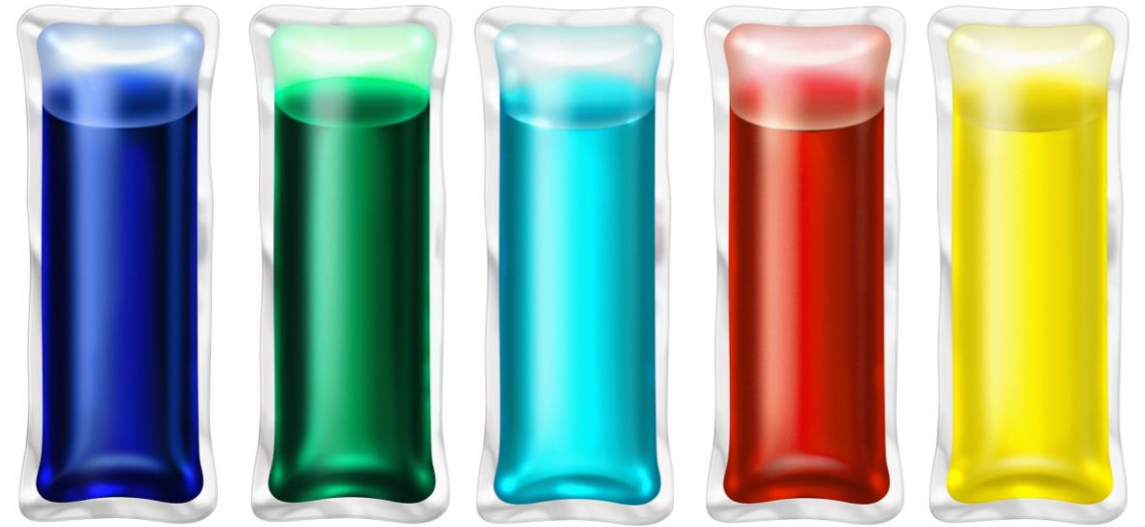


Mainstream

# OCEANSAVER DROPS

OceanSaver® Drops are made from biodegradable PVOH, a water soluble film that fully dissolves allowing the active ingredients to mix in water and transform into liquid cleaner.

Our Drops enable users to reduce their plastic consumption, thus reducing the amount of plastic waste and in turn, the plastic that can find its way in to our oceans.



Each DROP contains concentrated active ingredients that dilute in water and enable consumers to reuse existing plastic bottles



# OCEANSAVER STARTER KITS

**Starter Kits are 100% fully recyclable – including the trigger!**

**In Q1 2021 our Starter Kits will be manufactured with POP\***

(\*prevented ocean plastic to ensure we're helping to clear up plastic already in our environment)



Each Starter Kit contains an EcoDrop and bottle so all you have to do is add water! Customers can then just purchase the EcoDrops to refill & reuse.

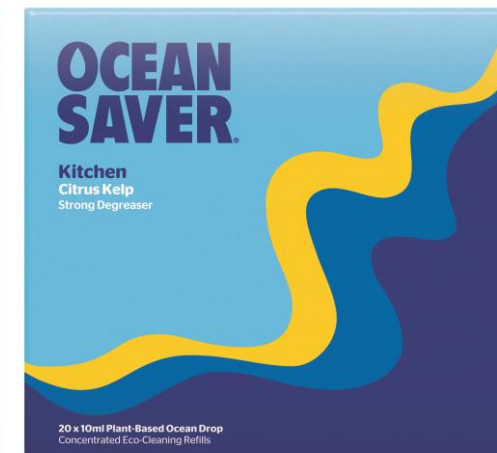
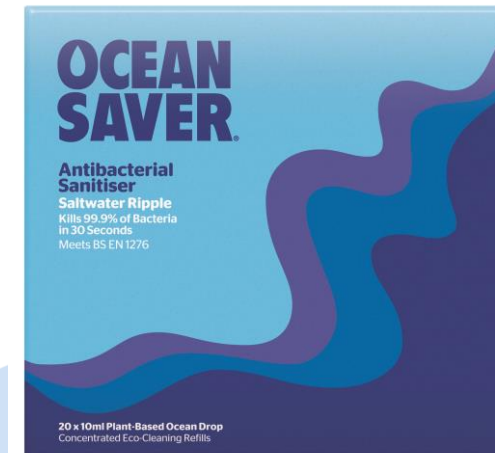
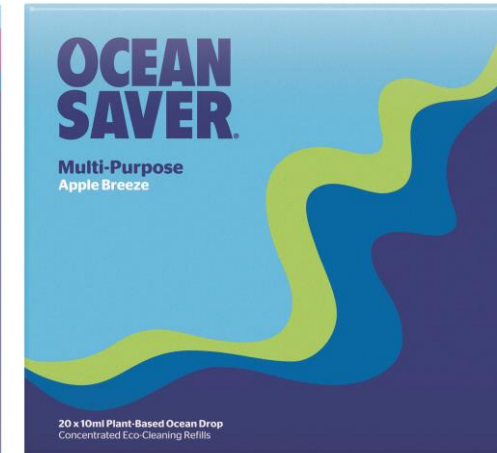
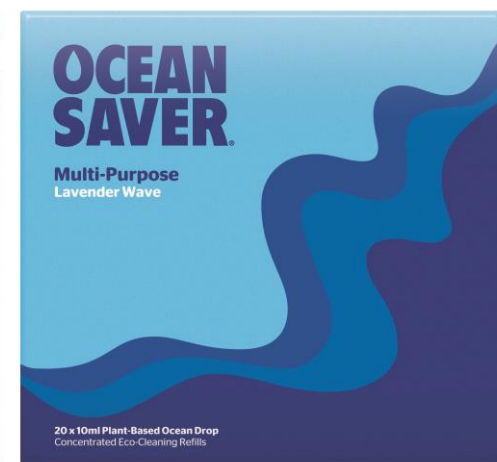
# OCEANSAVER JANITORIAL PACKS

## 20 pack

Janitorial packs have 2/3 trigger spray labels

Each pack contains 20 EcoDrops which dilutes into 20 x 750ml trigger spray bottles

Packaging is fully recyclable and biodegradable (including the labels)



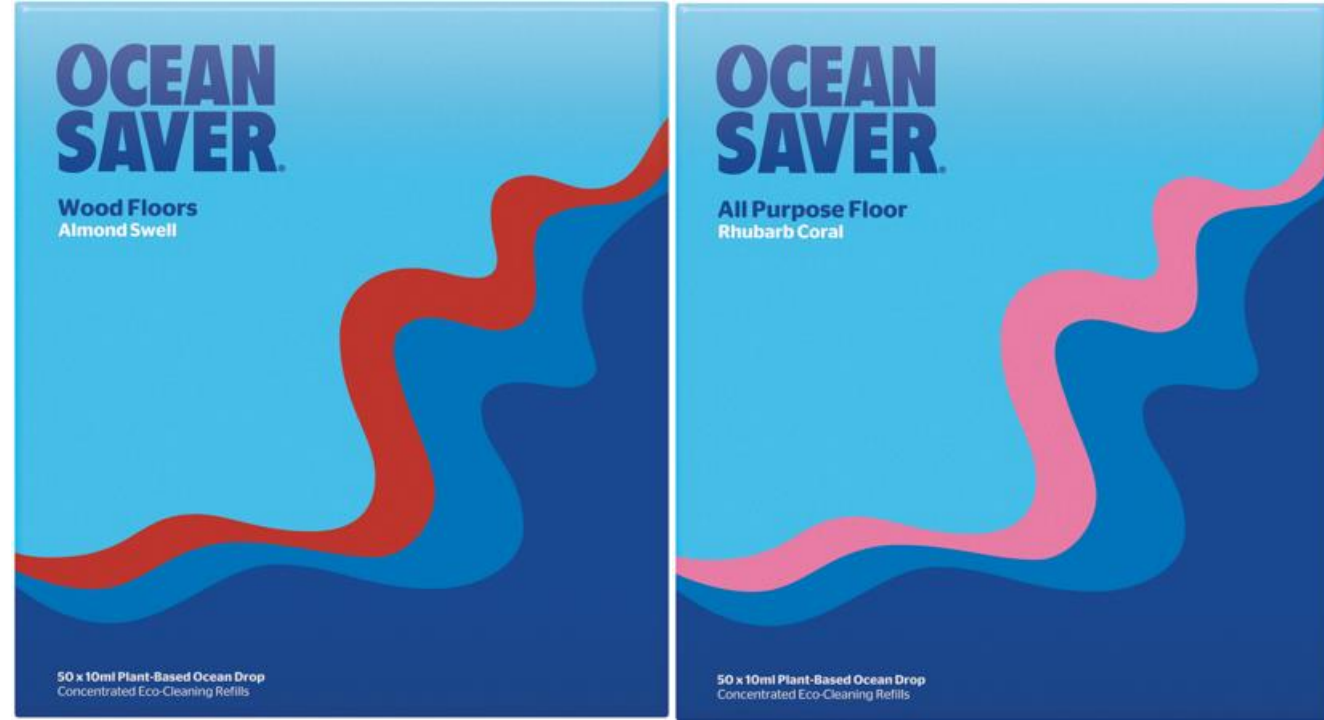
# OCEANSAVER FLOOR CLEANER

## 50 pack

Each pack contains 50 EcoDrops which dilutes into 10 x 5L buckets



Packaging is fully recyclable and biodegradable (including the labels)





# Q1 NPD 2021



## Why?

- Bringing true innovation to Eco category – in a high growth area
- Plastic Free
- Conforms to EN1276 & EN14476 (anti viral)

## When?

- Available from March 2021
- Start talking to customers now

# THE BENEFITS

## Reduced waste

- ✓ No plastic waste to dispose of
- ✓ Considerably less cardboard to dispose of

## Practical

- ✓ One drop per application
- ✓ Perfect dose control
- ✓ No costly dispensing equipment
- ✓ No maintenance

## Safety

- ✓ No exposure to, or splashing of concentrated liquid chemicals
- ✓ No Easy to dilute
- ✓ No heavy lifting


## Reduced storage & distribution

- ✓ Significantly less storage space required
- ✓ One trunker of Oceansaver drops equates to 8 trunkers of heavy water filled trigger bottles

## No plastic

- ✓ No plastic packaging and bottles for life are fully recyclable
- ✓ Cardboard waste is fully recyclable

## Corporate Social Responsibility

- ✓ Plastic reduction
  - ✓ Green footprint
  - ✓ In tune with public opinion
  - ✓ In tune with government and legislative direction
- 

# WAVE BYE BYE TO PLASTIC



100% Plant-based, Biodegradable home cleaning solutions

home clean & ocean safe

build

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Every time we buy another "pre-mixed" cleaning spray, it tells manufacturers to keep producing single-use plastic bottles. With just one purchase you can break this cycle and switch over to a reusable plastic bottle. When used with OceanSaver Drops, our 'Bottle for Life' helps to reduce plastic consumption!