

# CIRCULAR

# OWN WASTE STREAM

An initiative by Interall Group

From waste to  
circular products

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Collecting 17  
waste streams

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Customising  
your waste stream

# GIFTS

# THERE IS

**Our mission is twofold: to help reduce the carbon footprint of all our promotional products, and to directly contribute to a better life for those less fortunate across the globe.**

How can you get involved? How can you join the movement? Instead of sending your waste for incineration, you can reduce, reuse and upcycle it into your own corporate gifts and giveaways in a circular way. It's new, hip, innovative and – most of all – green! We offer a collection of gifts that are not only unique and creative but also sustainable. A special gift for a special moment.

The products in this catalogue are all part of our regular WoW! Sustainable Gift Collection, but every week new products and waste streams are added. It's here to inspire you to join our mission to reduce the carbon footprint on our planet. Plus, it just goes to show how easy it is to switch your promotional products from buying virgin materials to producing them via the circular economy. Far better impact for your employees, customers and other professional contacts.

Right now, we collect 17 waste streams. For every country in Europe, we have a partner in our European Collectors Network. Please contact us to discuss your waste streams and benefit from our network of advisers, who specialise in determining what we can create from your waste.

It's a win-win-win: better for the planet, more impactful marketing, and less waste.

AND BEST OF ALL: YOU CAN START RIGHT NOW...

# IS NO WA

# NO WASTE

## **Our circular process**

- 01 Agricultural waste
- 02 Coffee grounds
- 03 Paper waste
- 04 Food waste
- 05 Old advertising signs and banners
- 06 Empty wine bottles
- 07 Fabric offcuts
- 08 Used leather, waste leather material
- 09 Cardboard coffee mugs
- 10 Old flip-flops
- 11 Used lashing straps
- 12 Old towels
- 13 Plastics waste
- 14 Old textiles into fabric
- 15 Old textiles into felt
- 16 Steel and aluminium waste
- 17 Old and broken electrical devices

## **Customisation Our sustainable goals**

# STE

# WE WORK WITH 17 WASTE STREAMS

Old textiles  
into felt

textiles into  
fabric

Old and  
broken devices

Plastics

Old towels

Used lashing straps

Old flip-flops





**Agricultural waste**

**Steel and aluminium**

**iles**

**Coffee grounds**

**Paper waste**

**Food waste**

**Old advertising signs and banners**

**Waste fabric furniture**

**Empty wine bottles**

**Used leather, waste leather material**

**Cardboard coffee mugs**



**WHAT CAN  
YOU DO?**

YOU CAN  
THROW YOUR  
WASTE AWAY...

OR WE  
CAN MAKE  
CIRCULAR  
PRODUCTS  
FROM IT.

# OUR CIRCULAR PROCESS



## STEP 01

### WE ADVISE

We make an inventory of your waste streams and advise you on your circular goals.

## STEP 02

### WE COLLECT

We deliver customised bins to collect your waste, existing virgin products or used circular products.

## STEP 03

### WE CREATE

We reuse, recycle and upcycle your waste stream into promotional products, customised with your own design and packaging.

## STEP 04

### WE DELIVER

We deliver the products to your business or direct to your customers, via door-to-door shipments.

## STEP 05

### WE REPEAT

We repeat the entire process continuously, thus creating a circular loop.

# AGRICULTURAL WASTE



**TO SUSTAINABLE  
PRODUCTS**



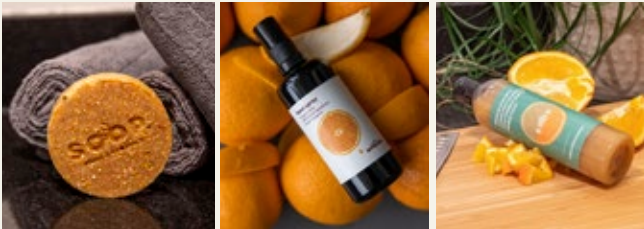
**FROM AGRICULTURAL  
WASTE**

# 01

In a corporate environment, the kitchen, canteen and any in-house dining area produces food waste. Using waste from tomatoes, oranges, mushrooms, onions, kiwis and even used cooking oil, we can produce

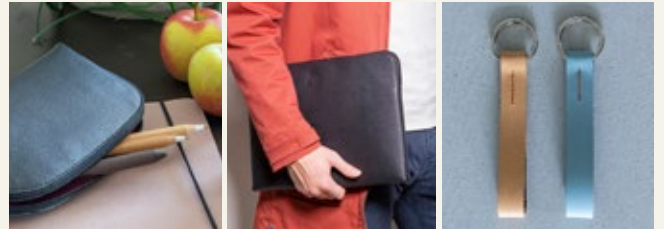
customised corporate gifts like notebooks, toiletries bags, laptop sleeves, kitchen storage boxes, flower pots, wine coolers and soap.





### FROM ORANGE PEEL TO:

Bar soap, hand sanitiser and liquid soap.



### FROM APPLES TO:

Toiletries bags, pencil cases, keyrings and laptop sleeves.



### FROM MUSHROOMS WASTE

Wine coolers.



### FROM ELEPHANT GRASS TO:

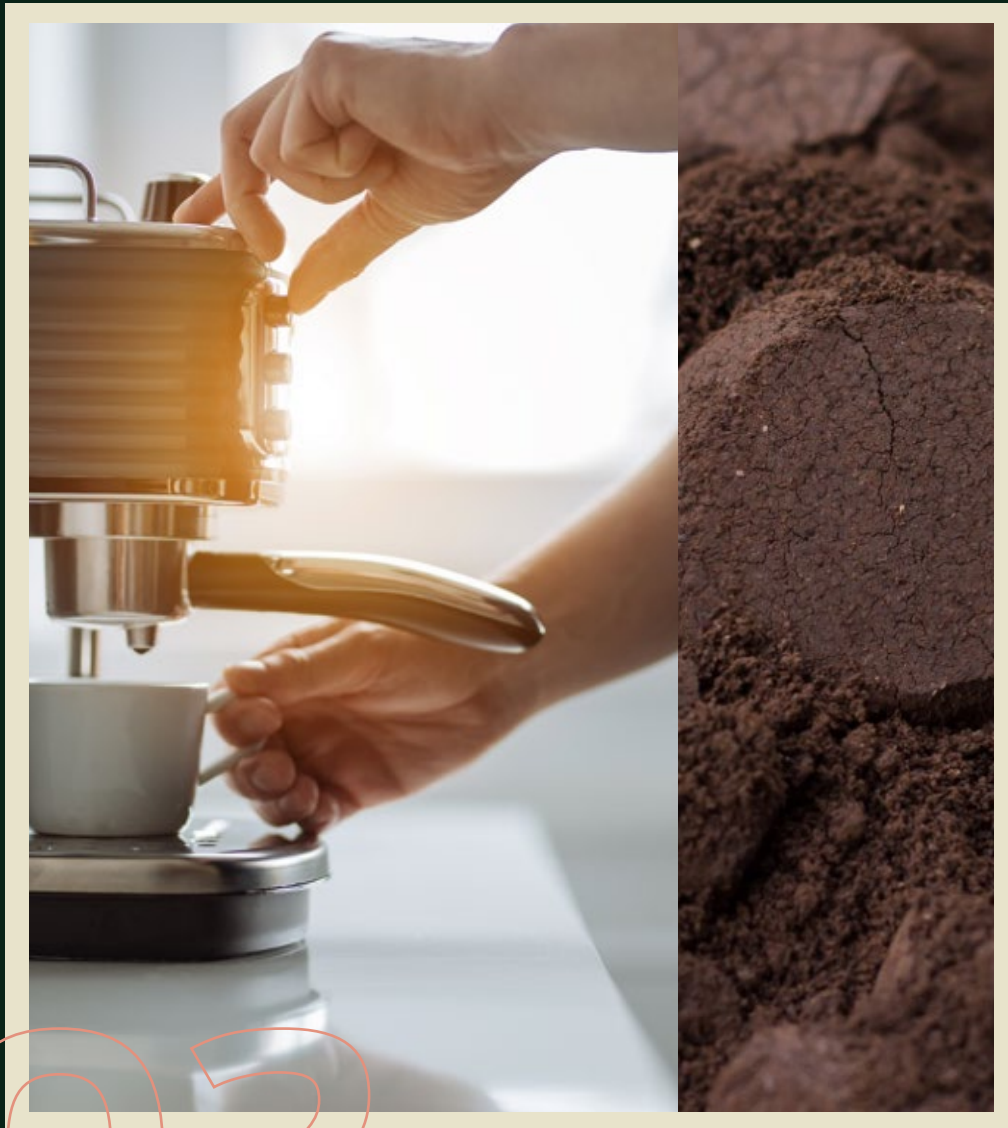
Flower pots, kitchen storage, lunch boxes and paper.



### FROM CATERING WASTE (KIWI, CORN, HAZELNUT, COFFEE...) TO:

Notebooks, paper materials, printing paper, journals and soap.

# COFFEE GROUNDS



TO SUSTAINABLE  
PRODUCTS



FROM COFFEE  
GROUNDS

02

The global population drinks over 2.25 billion cups of coffee every day. A lot of coffee is consumed in Dutch offices, schools and other institutions. The used coffee grounds are a waste stream which form the raw materials for our coffee-based products.

We make trays, cups, soap, notebooks, pens and many more products - which even smell like coffee!





COFFEE TRAY



COFFEE CUPS



COFFEE SOAP



COFFEE NOTEBOOK



COFFEE FLOWER POT



COFFEE PEN

# PAPER WASTE



TO CIRCULAR  
PRODUCTS



FROM PAPER  
WASTE

03

Between 2001 and 2019, a total of 386 million hectares of forest were cut down globally. Deforestation is one of the main environmental problems we face today. And 42% of all wood harvested is used to make paper.

That's why we collect your waste paper and recycle it into notebooks, folders, books, new printing paper, cardboard packaging, boxes, knife blocks, mouse pads, paper bags and many more products!





CHOPPING BOARD



KNIFE BLOCK



CUSTOM PACKAGING



CUSTOM PAPER BAG



NOTEBOOK



PEN



# FOOD WASTE



**TO SUSTAINABLE  
PRODUCTS**



**FROM FOOD  
WASTE**

04

The food industry generates a lot of bio-based waste, primarily consisting of corn, sugarcane and potato starch. We can use this waste to produce

water bottles, BBQ briquettes, candles, ice scrapers and much more.





BBQ SET



TEA



SUGARCANE BOTTLE



CANDLE LIGHTS



SUGARCANE ICE SCRAPER



WATER BOTTLE



# OLD ADVERTISING SIGNS AND BANNERS



TO UPCYCLED  
BRANDED PRODUCTS



FROM SIGNS  
AND BANNERS

Every year millions of banners are printed, used for a period and then discarded, filling landfills with millions of cubic metres of waste. Recycling has taken hold in virtually every other area of industrial and consumer waste – so why not in the

banner and sign industry? We upcycle advertising signs and banners through a social labour initiative. From the wood, we can create unique toys and custom-made tea light holders. From vinyl banners, we can make cool bags.





BACKPACK



BACKPACK



WOODEN TOY



TEA LIGHT HOLDER

# EMPTY WINE BOTTLES



FROM EMPTY  
BOTTLES



TO UPCYCLED  
CIRCUALR PRODUCTS

06

The average weight of an empty 750ml wine bottle is 500g, which makes the glass 40% of the total weight of the full bottle. We rescue these bottles before they're thrown away, giving them a chance at a second life.

From empty wine bottles, we can create reusable bottles, candle holders, hanging lamps, water glasses and many more products!





REUSABLE BOTTLE



HANGING LAMP



DRINKING GLASS



CANDLE HOLDER

# FABRIC OFFCUTS



**TO CORPORATE  
CIRCULAR PRODUCT**



**FROM FABRIC  
OFFCUTS**

07

Many companies are left with old curtains, seat covers and cushions, while the fabric industry generates lots of offcuts of material.

Why not reuse and upcycle these into laptop sleeves, tablet sleeves and much more?





# USED LEATHER, WASTE LEATHER MATERIAL



TO UPCYCLED  
CIRCULAR PRODUCTS



FROM USED  
LEATHER

Recycled leather is made from reclaimed material that's wasted during the shoe and bag production process. But you can also collect old leather bags, shoes and other clothes that would otherwise be thrown away.

From leather waste, we can create keyrings, aprons, pan organisers, passport holders, laptop sleeves, notebooks and many more products!



WATCHES



APRONS



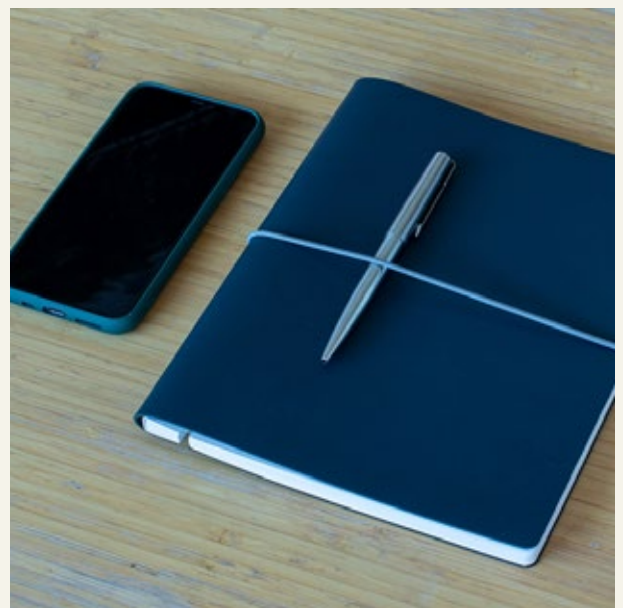
PASSPORT HOLDERS



KEYRINGS



LAPTOP SLEEVES



NOTEBOOKS



# CARDBOARD COFFEE MUGS



TO SUSTAINABLE  
& REUSABLE MUGS



FROM CARDBOARD  
COFFEE MUGS

09

In the Netherlands, we throw away around 11 million disposable coffee cups, which are hard to recycle. Instead, we're transforming old coffee cups into brand-new, reusable, ultra-portable mugs.

But the best part? The lid. Conceived by a former Dyson designer, it features 360-degree technology that lets you sip from any angle. It's a revolution in coffee breaks – whether at home, in the office, or on the move.



REUSABLE ON-THE-GO COFFEE AND TEA MUGS

# OLD FLIP-FLOPS



**TO UPCYCLED  
KEYCHAINS**



**FROM OLD  
FLIP-FLOPS**

# 10

Billions of people around the world wear flip-flops, which means that they're frequently discarded. We recycle flip-flops before they're thrown away and incinerated, transforming them into fun keychains in a variety of different shapes.

A gift that not only reminds your employees of their summer holidays but also of your brand!

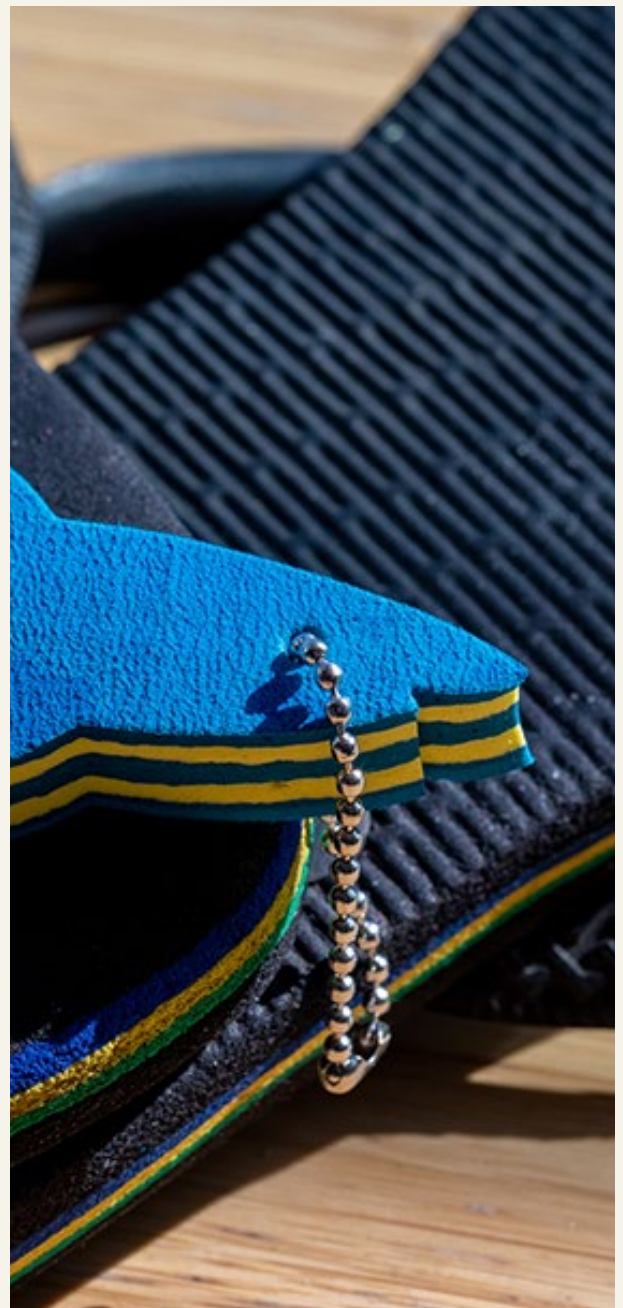




HEART KEYCHAIN



SHARK KEYCHAIN



# USED LASHING STRAPS



TO SUSTAINABLE  
PRODUCTS



FROM USED  
LASHING STRAPS

Lashing straps are used in warehouses, the transport sector, logistics, the airline industry and even in homes.

We can give these straps a second life in the form of bags, belts and laptop sleeves.





BEACH BAG



BRANDED BELT



CUSHION



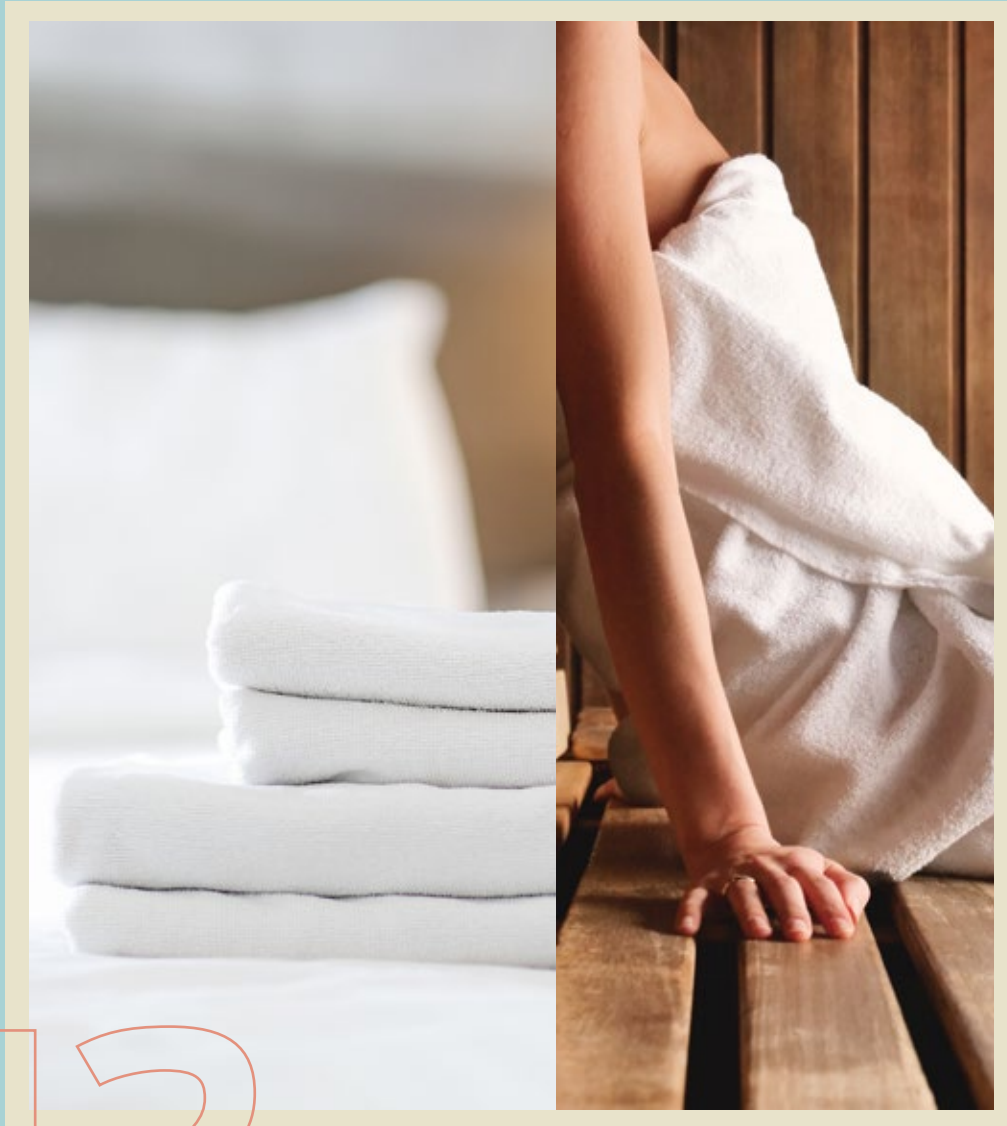
LAPTOP / TABLET SLEEVE



SHOPPER



# OLD TOWELS



TO SUSTAINABLE  
INDOOR SLIPPERS



FROM OLD  
TOWELS

# 12

In the spa and wellness industry as well as in the hotel business, plenty of towels are discarded. We can collect

these and turn them into indoor slippers and other fabric items - we can even add your own branding.



INDOOR SLIPPERS



# PLASTIC WASTE



13

**TO CIRCULAR  
PRODUCTS**



**FROM  
PLASTIC**

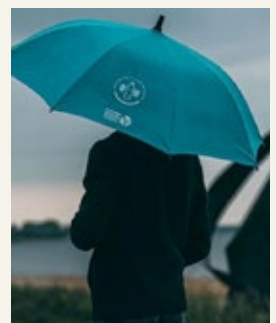
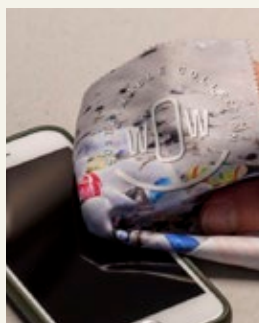
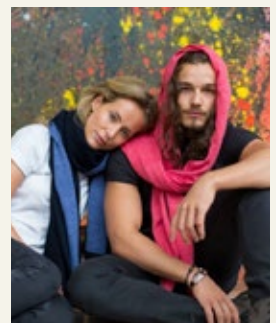
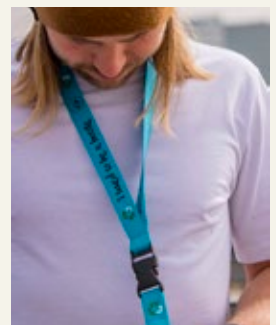
In the Netherlands, 14% of residual waste is made up of plastics.

There are 8 types to recycle:  
ABS, HDPE, LDPE, PET, PP, PS, PU.



# PET

PET drinking bottles and pens...

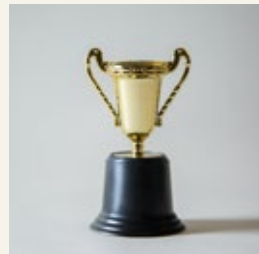
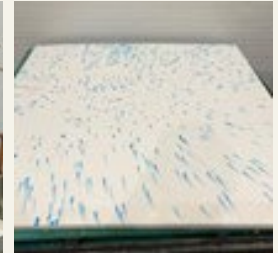


FROM PET TO RECYCLED PET (RPET) PRODUCTS



# PP

Shampoo bottles, detergent bottles, buckets, fridges, plastic cutlery, folders, old bags, plastic chairs.



FROM PP TO RECYCLED PP (RPP) PRODUCTS

# PE

Plastic bags, used pallet covers.



FROM PE TO RECYCLED PE (RPE) PRODUCTS





# ABS

Car parts and toys



FROM ABS TO RECYCLED ABS PRODUCTS



# PU

From Shoe made from PU flexible plastics we can make plates and with these plates we can make notebook covers, shoe displays, mousepads and more.



FROM PU TO RECYCLED PU PRODUCTS



# OLD TEXTILES INTO FABRIC



FROM OLD  
TEXTILES



TO NEW TEXTILES  
OR UPCYCLED PRODUCTS

Why throw away company uniforms when you can turn them into valuable products? Upcycling takes place in our own sewing workshop: a social enterprise in which women give a second life to old fabrics, while taking a qualification and improving their

own future prospects at the same time. Circular textiles are made from yarn comprising 30% previously worn clothing, 20% offcuts and 50% recycled PET polyester.



UPCYCLED TEXTILES



UPCYCLED TIE KEYCHAIN



UPCYCLED CUSHIONS



CIRCULAR SCARFS



CIRCULAR TEXTILES

# OLD TEXTILES INTO FELT



INTO SUSTAINABLE  
FELT PRODUCTS



FROM  
TEXTILES

15

We collect old textiles and transform them into felt. Felt is a non-woven material made by compressing fibres with heat, moisture and pressure.

Employees in social workshops laser-cut the sheets and fix them to new products.





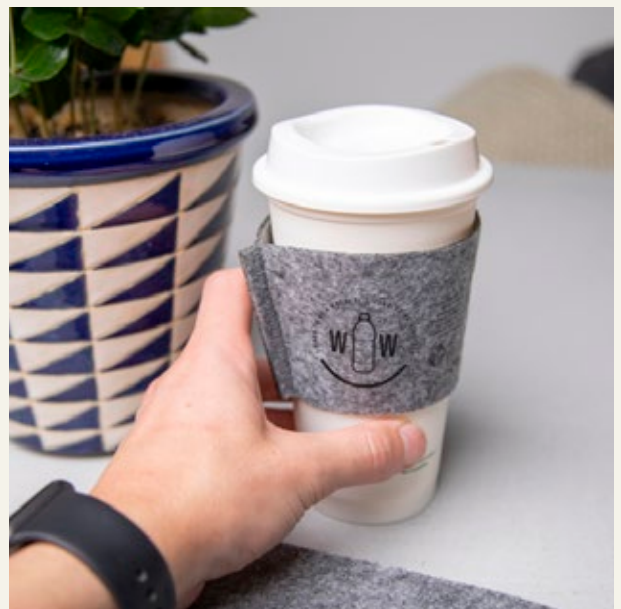
FELT NOTEBOOK



FELT PENCIL CASE



FELT LUGGAGE TAG



FELT CUP HOLDER



FELT SHOULDER BAG



FELT TABLET SLEEVE

# ALUMINIUM & STEEL WASTE



**TO RENEWABLE  
PRODUCTS**



**FROM METAL  
WASTE**

We collect steel and aluminium waste, transforming it into new products like candle holders, posters, lamps, pans and much more.





CANDLE HOLDER



FRYING PAN



METAL POSTER



LAMPS



# OLD AND BROKEN ELECTRICAL DEVICES



TO USEFUL  
NEW PRODUCTS



FROM  
E-WASTE

We collect all your old and broken electrical devices and refurbish them or make new products out of them. We can also make customised

jewellery - like a gold or silver necklace - as a special corporate gift.



REFURBISHED DEVICES



RE-USED TO MAKE NEW PHONES



RE-USED GOLD TO MAKE JEWELLERY



# CUSTOMISATION

## COLLECT WASTE IN YOUR STYLE

We're your one-stop shop: we collect, reuse, recycle and upcycle your waste into new corporate gifts.

And of course we can customise it however you like: printing, engraving, embroidery and more.







This paper bag is made from the outer skin of coffee beans.



**BRAND  
YOUR  
PRODUCT**



**PACK IT  
YOUR  
WAY**



# OUR SUS

## SDG 1: No poverty

The WoW! Sustainable Gift Collection is a global promotional partner of Plastic Bank under the SOCIAL PLASTIC® brand. The partnership supports our mission to become a worldwide supplier of promotional products that help stop plastics making their way into our oceans, while simultaneously combating global poverty.

## SDG 12: Responsible consumption and production

The WoW! Sustainable Gift Collection focuses on turning waste into renewable raw materials for the production of promotional products, upcycling used products into new and useful products, and - where possible - recycling textile and plastic products into new raw materials for production.

## SDG 14: Life below water

Through our upcycling and recycling goals, this collection helps prevent plastic from entering the ocean and contributes to cleaning up the “plastic soup”.

## SDG 15: Life on land

Through the sustainable collection, items are produced that reduce carbon emissions, save on water and energy use, and reduce deforestation.

## SDG 17: Partnerships for the goals

We believe that the only way to make a successful transformation is by forming partnerships in order to speed up, learn from each other, make innovations work and enable revenues for all. The circular economy is only possible by working together.

# GOALS



# SUSTAINABLE



# 2021