



**2020**

**EDITION 2**

# Sustainable Collection.

Our mission is two-fold: to help reduce plastic waste; and to directly contribute to a better life for those less fortunate across the globe.

We're therefore proud to launch our new label, WoW: the sustainable collection of promotional brands produced in a green, circular and/or 100% FairChain way. It's new, hip, innovative and, most of all, green! The WoW collection is made up of gifts with a real-life story of change from people who want to make a difference. We offer a collection of gifts that are not only unique and innovative but also sustainable.

The WoW collection will continuously welcome new brands telling new stories, with the ultimate aim of shifting the promotional market as a whole towards more sustainably produced gifts.

## Gift with impact

SUSTAINABLE COLLECTION  
WOW

act...!











SUSTAINABLE COLLECTION

wow

# COLLECTIONS

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# Made from waste

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# Coffee Notebook.



“From coffee waste to a handmade notebook to create wonderful stories!”

WoW! The Netherlands alone generates 120 million kilograms of waste coffee grounds annually. We make coffee more valuable than simply a cup of coffee: we're turning the coffee industry upside down! The cover of this notebook is made from the waste grounds of a single cup of coffee. The paper is 100% recycled, meaning there's zero deforestation in its production process and it's as environmentally friendly as possible.



- 72% ENERGY



- 100% WOOD



- 83% WATER



- 53% CO2

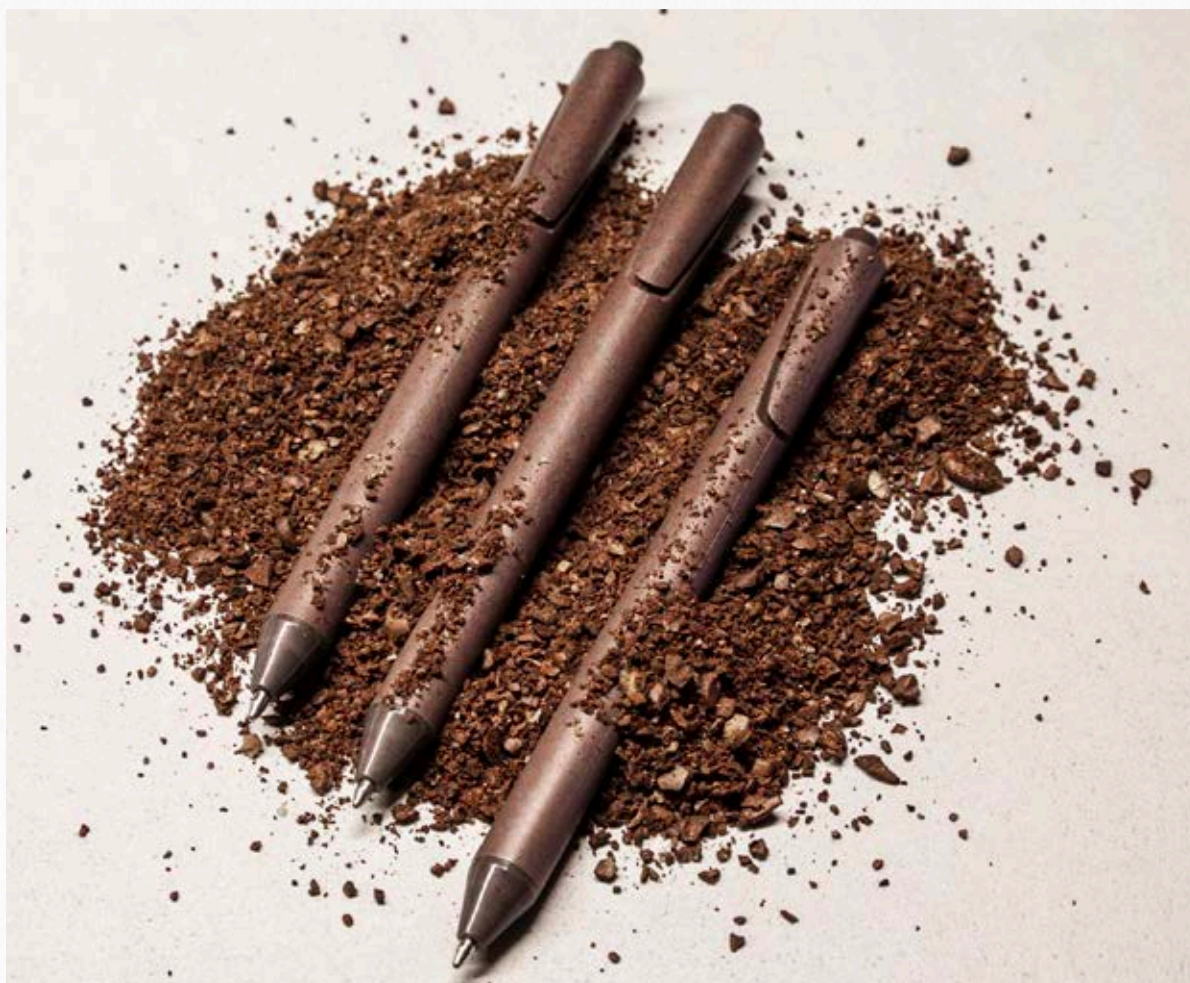




# Coffee Pen.

“From coffee waste to a pen, it’s time to write new narratives!”

WoW! Worldwide, we produce around 50 billion kilograms of coffee grounds each year. What’s left over just gets thrown away... until now. The Coffee Pen means we can rewrite the story of coffee waste through using coffee grounds. And guess what? It still smells like coffee!



# Coffee Flower pot.



**“From coffee waste to a biodegradable flower pot for a greener home!”**

WoW! This flower pot is made from the coffee grounds that are produced when making a single cup of coffee. So you can feel good about enjoying that extra caffeine fix. What's more, the pot is customisable with your company logo, making it the perfect pot to inject a little green into your office.





# Coffee cup With sugar.

“From coffee grounds and sugarcane to a beautiful coffee cup!”

WoW! What could be better to turn into a coffee cup than the very ingredients that go into making the drink... coffee grounds and sugarcane! The cup even smells like coffee, which adds to the sensory experience - whether it's to wake you up in the morning or to give you that bit more energy in the afternoon.





# Soop Organic soap.



**“From coffee and orange juice waste to organic soap for refreshing moments!”**

WoW! Worldwide, we produce 46 billion kilograms of orange peel and around 50 billion kilograms of coffee grounds each year - both by-products of our daily consumption of fresh coffee and orange juice. To use up what's left over, 'SOOP' is made from orange peel and coffee grounds that would otherwise be wasted. But more importantly, SOOP makes use of the natural fragrance, scrubbing qualities, cleansing power, and colour of coffee and citrus for your skin.







# Milk Carton pen.

“From recycled Tetra Pak drinks cartons to a stylish pen!”

WoW! The paper and cellulose from Tetra Pak drinks cartons can be recovered and reused - leading to savings of 75% on fossil fuels, 90% on water, and up to 70% on CO2 emissions. Only polyethylene and aluminium are left over, which are processed into fine granules and used to create the milk-carton pen. Excellent for writing due to the 1 mm “soft-writing”, replaceable ink cartridge.

# Recycled Sports bottle.



“From recycled plastic milk carton to drinking bottle!”

WoW! The plastic from milk cartons (polyethylene) can be recycled and turned into these handy drinking bottles. Holding up to 500 ml, they are the perfect alternative to disposable bottles for sport, travel or while on the go. In short: a sustainable and healthy alternative to a regular plastic bottle!





Wow! All these paper products are made from elephant poo! It all began in India, where a craftsman named Vijendra found a way to use dung to make paper pulp. Despite his years of experience in the handmade paper industry, it wasn't easy: he made several attempts and it didn't happen overnight. But eventually, after a few months, he found the technique needed to produce paper.



# Old paper Pen.



“From old paper to a new pen. Just don’t chew on it too much!”

WoW! How can we avoid the use of new paper and plastic waste as much as possible? By reusing and recycling it! The body of this pen is made from rolled-up recycled paper, and the ink is available in both blue and black. Perfect for work or home.





# Paper wheat Straw pen.

“From wheat waste and recycled paper to a pen fit for a writer!”

WoW! A lot of wheat is eaten globally. Which means there's also a huge amount of wheat-related waste in the form of leaves, straw and more. But now, we can produce pens using both this wheat waste and recycled paper. Well, that's something to write home about...





# Wheat waste Multi-pen.



“From wheat waste to a multi-purpose pen for watching videos on your phone!”

WoW! Wheat straws, leaves and other by-products are wasted every day. This pen is not only made from 80% wheat waste; it also doubles up as a phone stand so that you can easily watch videos or show them to colleagues or friends.



# Wheat waste Sunglasses.

“From wheat waste to dazzling sunglasses. Hello, sunshine!”

WoW! Wheat waste can even be used to make sunglasses. This stylish pair are made from 60% wheat straw and 40% plastic; they’ve received CE certification and offer UV400 protection.

Key facts:

More than 60% wheat straw, rest PP.

CE certification

UV400





# Textile Note booq.



**“From discarded clothes to a snazzy, socially-conscious notebook!”**

WoW! This notebook has a great story: old textiles are collected and transformed into felt, a non-woven material made by compressing the fibres using heat, moist and pressure. People employed by social workshops laser-cut the sheets and fix these upcycled textiles to the notebook covers. A handy place to store all your ideas!







# Stone Book.

“From stone waste to a notebook that’ll rock your world”!

Wow! The clue’s in the title: the paper in this notebook really is made from 80% stone waste, plus a little resin (HDPE) to bind the stone powder. The result is a cradle-to-cradle certified material that can be infinitely recycled. Stone paper uses far fewer resources (no trees, no water, no bleach, and no toxins) in production, and it can be re-used over and over again!



Surprising people  
with sustainable  
products!







# Organic Notebook.



“From agricultural and organic waste to a special notebook to fill with ideas!”

WoW! After harvesting tomatoes or peppers, for example, residual materials are left in the greenhouse, such as plant stems and leaves. Disposing of that waste costs money for the grower, but also represents a recycling opportunity. These notebooks are made from agricultural and organic waste - not just the cover, but the paper inside as well!



We offer the notebooks  
in three different styles





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# Bamboo/stone Notebook.

“From bamboo and stone waste to a hard-cover notebook!”

WoW! Bamboo is a sturdy resource that’s often underused. Which is why the cover of this notebook is made from stylish bamboo. Plus, the paper inside is made from 80% stone waste, plus a little resin (HDPE) to bind the stone powder. The result is a cradle-to-cradle certified material that can be infinitely recycled.



# Apple-leather Toiletries bag.

“From apples to a luxury toiletries bag, handmade in Italy!”

WoW! Apples that are used to make apple juice leave behind a fibrous pulp. And this pulp can be used to make a type of fabric. This luxury toiletries bag looks like leather but is in fact made from apples! Designed in Switzerland and handcrafted with love in Italy, this bag uses breakthrough technology that is both sustainable and cruelty-free.





# Woodlane Wheels.



“From upcycled advertising signs to wooden toy cars!”

WoW! The only set of wheels you’re likely to drive made from upcycled advertising signs – you can even see part of the adverts printed on the back. These signs have been given a second lease of life as a toy or desktop accessory. The cars are produced in the Netherlands in a wood workshop via a social initiative that offers work and education to participants. There are several standard models available but custom designs are also possible!





# Woodlane Tealight.

“From upcycled advertising signs to wooden candle holder!”

Wow! This wooden tea-light candle holder is made from upcycled advertising signs via a social labour initiative - making your home even cosier and more sustainable. The candle itself is made from cooking oil left over from restaurant kitchens.



# Grease Lighting.



“From used cooking oil to cosy candle-light!”

WoW! It's grease lightnin' - literally! Contributing to a better world can be as easy as striking a match. This candle is made from used cooking oil from restaurants – oil that's too useful to be thrown away. The candle holders are made from recycled pickle jars. Let's get cosy.



# Walter Wallet Aluminium.

“From smart idea  
to the ultimate  
aluminium wallet!”

WoW! The compact Walter Wallet is cast from recycled aluminium. It carries up to seven cards, which are easily selected with the patented stack-and-slide system, plus bills. And the aluminium wallet also gives your cards extra protection with its RFID shield, which means no more skimming. Additional colours are available.



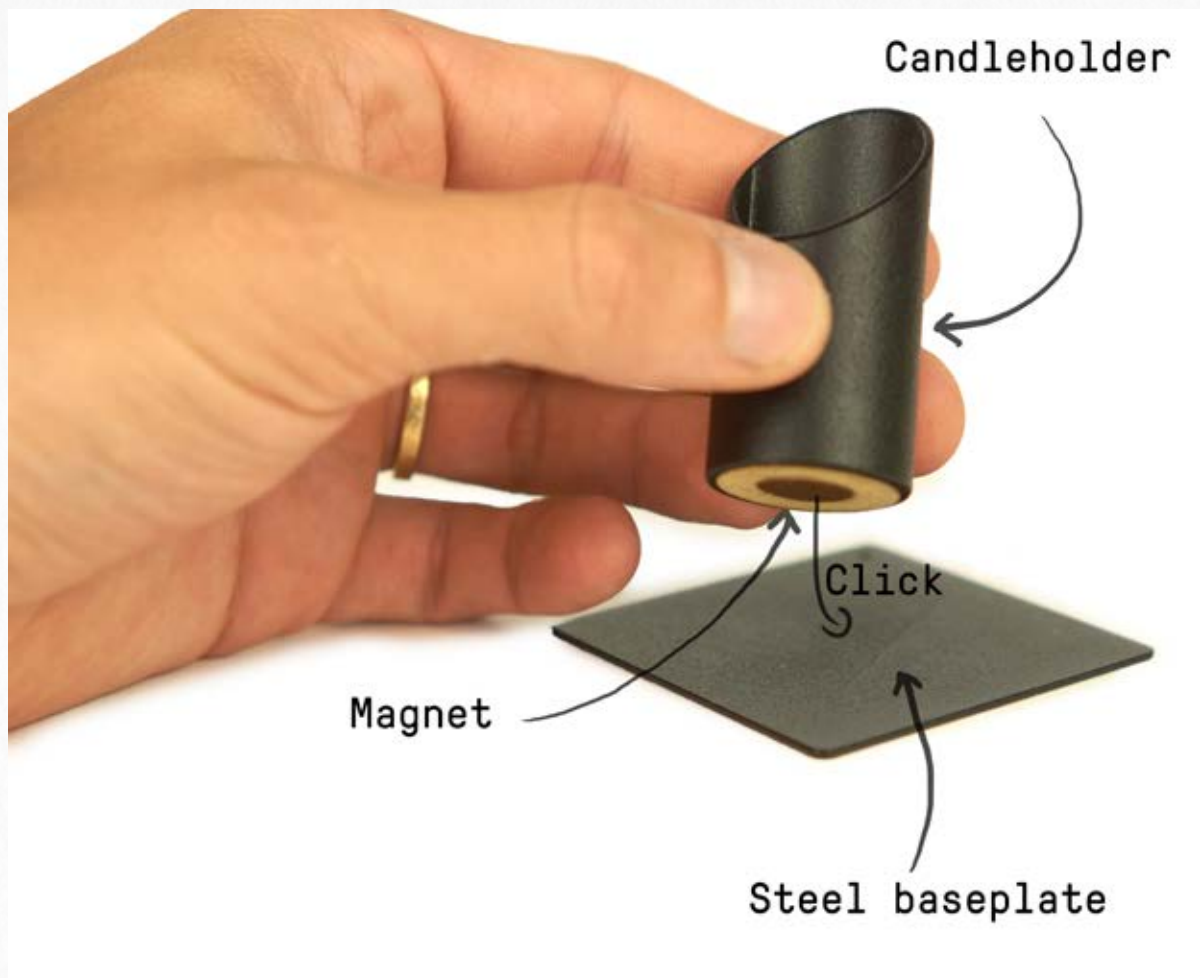


# Steel Light.



“From steel waste to a romantic candlestick!”

WoW! Waste steel material from a Dutch factory has been re-purposed into this Steel Light. Good old-fashioned candlelight meets contemporary style. The two halves are placed on either side of the tablecloth, and the magnetic top coating keeps them firmly together. Romantic dinner? We've got you covered.



# Bottle Box.

“From empty wine bottle to designer lampshade!”

WoW! We love DIY, which is why we created the Bottle Box. What's inside the box? Almost everything you need to make your own designer lamp. Detailed instructions take you through the process step by step - all you need is an empty wine bottle. It makes a great gift, too. But we do recommend that if you bring your host a bottle of wine, you make sure it's a full one!





# Water Glasses.



“From empty wine bottle to coloured water glass. Cheers!”

WoW! Every year, more than 440 million wine bottles are thrown away after single use. Instead of tossing out the bottles, we want to work with “circular glass”. If you deliver your own glass bottles, they can be upcycled into new products. Once collected, Rebottled transforms the bottles into fun and functional glassware - like this water glass. It’s even possible to custom engrave the products or print your logo on them.



# Coffee Rice Cup.

“From rice-related waste to fully decomposable drinking cups!”

WoW! Rice is eaten more than any other grain on the planet. Which means there's also a huge amount of rice-related waste in the form of leaves, husks and more. But coffee cups made from rice husk fibres (80%) and lignin starch (20%) can now be produced from this waste. These environmentally friendly cups are available in two sizes, come with their own lid, and can safely be used in the microwave and dishwasher.





# Coco Birdhouse.



**“From leftover coconut shell to rustic birdhouse!”**

WoW! In Sri Lanka, fresh coconuts are green in colour and large in size. After drinking the sweet liquid from inside the coconut, the green shell is left over. This shell, which hardens and turns brown, is often wasted. But no longer! These handmade “Coco Birdhouses” are made from coconut waste, and can even be engraved.







# Coco BBQ fuel.

“From coconut bark to eco-friendly fire-starters and briquettes!”

Wow! BAST BBQ coco-coal briquettes are high-quality briquettes made from coconut bark – a waste product from the Indonesian coconut industry. BAST burns better, longer and with less smoke than regular charcoal. BAST is made entirely in Indonesia, which means the entire value chain remains in Indonesia as well. Each box contains one briquette and eight fire-starters.



# Bag to Nature.



“From bag to home-grown organic produce!”

WoW! Everyone wants to get back to nature – even if they live in a city. Bag-to-Nature is a simple organic growing system you can use to start cultivating herbs and vegetables at home in your kitchen or on your balcony. Now you can be a gardener without needing green fingers, and even keep your hands clean. It’s not only healthy but fun, too!



# Straw By straw.

“From natural  
straws to eco-  
friendly drinks!”

WoW! In Europe every year, we use and throw away at least 36.4 million plastic straws. But these 100% eco-friendly straws are made from... straw! Our straws grow in nature and are 100% organic, biodegradable and compostable. No plastic, no PLA (corn starch) – just real straw. Each straw is hand-cut to 20 centimeter long, with natural differences in diameter.





# Thijs Tea.



**“From ugly fruit to delicious iced tea. Taste the waste!”**

WoW! Did you know that around a third of our food production is being thrown away? We believe waste is something to work with. Thijs Tea is an iced tea brewed with organic tea and flavored with fruit that's been rejected by retailers. It's fresh, sustainable, responsible and delicious!



# Beat The bag.

“From leftover fabric to one-of-a-kind bags”

WoW! This bag is made from leftover fabric, like old flags or banners. Beat the Bag gives old promotional materials a new lease of life. By using this bag, you're reducing waste, helping people find work, and never needing to buy a plastic bag in a store again. Let's Beat the Bag!









# Upcycled Inner tubes

“From rubber tyres to laptop bags, perfect for the commute to the office!”

Wow! These laptop bags started their lives as car tyres. Did you know that 70% of the rubber industry goes towards tyre production? Unfortunately, a lot of rubber is subsequently wasted via incineration, and we want to prevent that. In 2011, we saw an opportunity: upcycling rubber tyres that would otherwise be incinerated into laptop bags. Since then, the company has been collecting the rubber inner tubes from truck tyres in India's waste stream. One truck tyre can be used to create no less than four laptop bags!





A photograph of a wooden boat on a pebbly beach. Inside the boat, there is a large pile of fishing nets, green ropes, and yellow floats. A white plastic bag is also visible. The background is a dense field of smooth, dark pebbles.

HEALTHY  
SEAS  
SOCKS

# A Journey from Waste to Wear!



## The story behind...

Take sustainable steps



**“The sock. It seems like such an ordinary product. But the approach of owner Eric Roosen is anything but ordinary.”**

Society is more and more focused on sustainable living. And Healthy Seas Socks are here to help. Because the best ideas are often the simplest. We're offering an everyday solution that helps you contribute to a more sustainable world.

Healthy Seas is a non-profit initiative that was founded by a non-profit organisation and two sustainable enterprises. The first is a professional in the removal of ghost fishing nets; the second knows how to sustainably turn waste into nylon; and the third has been producing high-quality socks for decades. Together, we aim to make sustainability more accessible for everyone.

Invest in the future >>>>>>





# Healthy Seas Socks.

“From abandoned fishing nets to comfy socks, it feels good looks great!”

WoW! Wearing these socks means you’re helping to recover abandoned fishing nets that pollute our seas and coasts. Healthy Seas collected 375 tonnes of nets and lost fishing gear with the help of divers and fishermen. We recycle the nets as well as other waste into high-quality ECONYL® yarn. The cotton in this product is also 100% certified organic, meaning it’s grown without any chemicals. Better for nature, better for the farmer, and softer for our feet! Feels good, looks great.



# Tablet Sleeve.



“From disused furniture fabric to soft tablet sleeve for perfect protection!”

WoW! This stylish iPad and tablet sleeve is made from felt, created from leftover fabric that comes from a furniture factory in Ahrend. The fabric is trimmed to size and sewn into beautiful sleeves in a socially responsible warehouse. The detailing is made from leather for an extra-chic look. The sleeve is suitable for the iPad Air 1 & 2 and all 10.1-inch Samsung Galaxy models. The inside measurements of the sleeve are 17 x 25 cm.





# Circular Textiles.



“From used textiles and recycled polyester to new fabric!”

WoW! Made in Turkey, this yarn comprises a mix of 30% worn clothing, 20% off-cuts from fabric, and 50% recycled PET polyester, made from used polyester clothes, plastic bottles, fishing nets and other materials. Adding recycled polyester makes the material strong enough to re-knit and re-weave fabrics. Adding used textiles makes the fabric wearable and comfortable, so that no new cotton needs to be used. This saves a huge amount of water, and also means that cotton fields can be used to grow other crops in the longer term.





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## TEXTILES MADE FROM YARN:

- 30% previously worn clothing
- 20% off-cuts
- 50% recycled PET polyester

### AVAILABLE:

t-shirts, polo shirts, sweaters, dresses, blouses, aprons,  
suits, work uniforms, overalls, jackets and thermals





## YOUR OLD SHIRT

What's more, you can hand in your old shirts or work uniforms to be recycled into new shirts, blouses, polo-shirts and so on.

It's a win-win: old clothing doesn't have to be thrown away or burned, but instead can be used as the basis for new clothing – a huge ecological advantage, because it reduces the environmental footprint tremendously.



Good to know!



The difference in water and energy usage between one regular polo-shirt and one 100% recycled polo-shirt is equivalent to taking 72 showers and watching television non-stop for three months.





# Upcycled Textiles.



**“From old uniforms to new accessories!”**

WoW! Why throw away perfectly good company uniforms when we can turn them into valuable products? Simply provide us with a discarded item of clothing, and we'll tailor-make a sample so you can see what's possible. And what makes upcycling unique is that the emotional element of the old product is still there – like the logo or tagline, for example.







We make cool bags from old work trousers. We make hats and handbags from old safety jackets. We make boxer shorts from old shirts. The possibilities are endless!

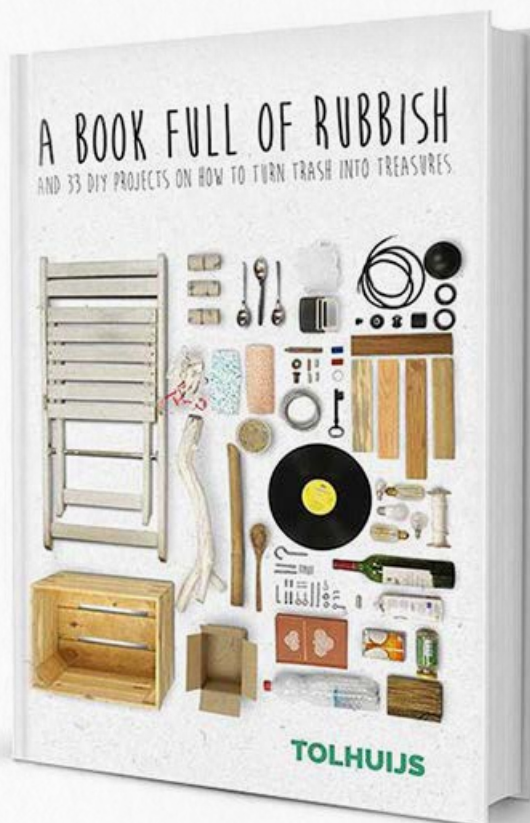


# A book full of Rubbish.



“From old rubbish to new life!”

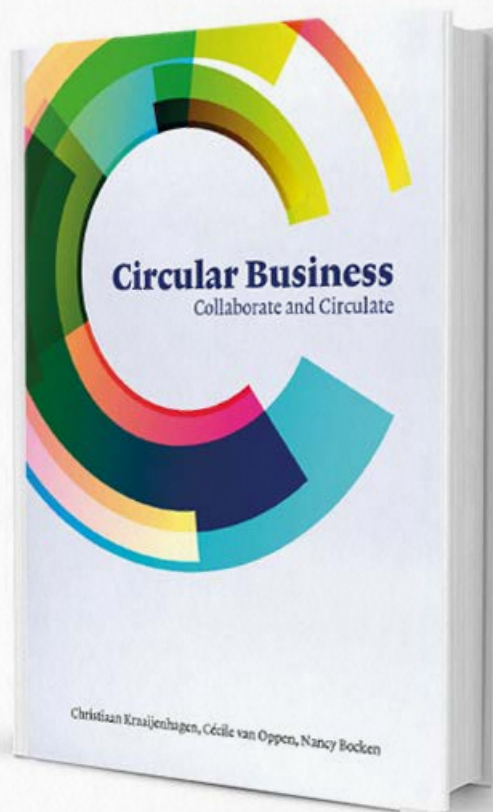
WoW! This practical, DIY guide gives you the inspiration you need to upcycle (not recycle) the contents of your rubbish bin. These tips and tricks will teach you to look differently at the things we throw away, so that your brain will be bursting with ideas on how to creatively reduce the your everyday waste.



# Circular Business book.

“From potential to practice in the circular economy!”

WoW! Do you want to know more about the potential for the circular economy? Are you eager to learn how you can make it work for your organisation? The new book Circular Business offers a practical 10-step approach for professionals in small, medium-sized and large organisations on how to initiate, lead and execute from pilot to circular business in practice. Circular Business shows you how to apply all these fruitful insights to your own organisation.





# Made from ... Recycled products

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We've signed an exclusive partnership with the Plastic Bank, which supports our mission to become a worldwide supplier of promotional products that genuinely help stop plastics making their way into our oceans, while simultaneously combating global poverty. We work hand in hand, united by a shared goal.

# Transforming lives and oceans

## About.

Founded in 2013 by David Katz and Shaun Frankson, the Plastic Bank began turning waste plastic into an asset for some of the world's most impoverished people.

By enabling collectors to exchange plastic for money, items or Blockchain-secured digital tokens, the Plastic Bank revealed the value in plastic. Collectors can purchase anything from insurance and phones to cooking fuel and stoves, and even school tuition in some areas. This initiative is known as SOCIAL PLASTIC®. It empowers recycling in ecosystems around the world, and in turn stops the flow of plastic into our oceans. All while helping people living in poverty build better futures for themselves.







# Working together to reveal the value in plastic

Supporting the Plastic Bank will result in the collection and clearing of 8,000 kilograms of plastic from our oceans in areas of Haiti, Indonesia, the Philippines and Brazil.

**SOCIAL PLASTIC™**



# SOCIAL AND ENVIRONMENTAL IMPACT



Plastic takes up to 1,000 years to degrade in a landfill

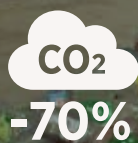
**8 MILLION**  
metric tonnes of plastic enters the earth's oceans annually

**1,636**



Metric tonnes of carbon dioxide prevented from entering the atmosphere

Recycling saves 75% on fossil fuels during production and another 5% during incineration.



**-70%**

Plastic is made from petroleum. Recycled plastic products save on these raw materials and reduce CO2 emissions.



**74**

Collection branches

Total volume of plastic collected:

**1,090,564**



**39,260,304**

Number of equivalent plastic bottles\*\*



**2,302**

Collectors engaged

**SOCIAL PLASTIC™**



**plasticbank**



“Collecting plastic puts food on the table, sends my children to school and helps me rent a home”







# STOP THE WASTE FROM

# Offset your plastic footprint

A collection of ten teal-colored line drawings of plastic bottles, scattered across the page. Some bottles are partially inside a large, light blue circular shape on the left side of the page, while others are outside it. The bottles are shown from various angles, some upright and some tilted.

Join the movement. Get your  
WoW! Sustainable Collection  
promotional products made  
from the Plastic Bank's  
recycled SOCIAL PLASTIC®  
and do your bit to contribute  
to a better world.



# Felt Cup holder.



“From recycled plastic bottles to a felt cup holder - no more burning your hands!”

WoW! This stylish cup holder is made from recycled plastic bottles. The felt fabric sleeve fits over most cups, and is far more sustainable than the disposable holders handed out in your local café. No more burning your hands on a hot cup of coffee or tea!





# Felt Luggage tag.

“From recycled plastic bottles to a luggage tag, so you can easily spot your bag!”

WoW! This grey felt address tag is made from recycled plastic bottles. With this tag on your suitcase, you'll always know exactly which bag is yours as it comes off the luggage carousel.





# Felt Shoulder bag.



“From recycled plastic bottles to a stylish felt shoulder bag that works with any outfit!”

WoW! This handy felt shoulder bag is made from recycled plastic bottles. The stylishly designed bag works with any outfit and is large enough to carry all your daily necessities. Plus, it matches all your new felt accessories!







# Felt Tablet sleeve.

“From recycled plastic bottles to felt tablet sleeve, to keep your tablet and phone protected!”

Wow! This stylish felt tablet sleeve is made from recycled plastic bottles. The ideal solution for keeping both your tablet and your phone protected and safe from scratches. Plus, storing them right next to each other means you'll always be able to find your phone for those two-step verification moments!



# Felt Bedroom slippers.

“From recycled plastic bottles to bedroom slippers that’ll keep your feet cosy!”

WoW! These comfy slippers to wear around the house are made from felt, produced using recycled plastic bottles. Not only do they keep your feet warm – they also have a special anti-slip sole underneath. Easy to pack, they’re perfect for traveling, too.





# Felt Notebook.



“From recycled plastic bottles to stylish notebook!”

WoW! The cover of this notebook is made from recycled plastic, and the pages from recycled paper. There's a holder for your pen and an elastic strap to keep things organised. Ideal as a journal or for those all-important to-do lists.





# Felt Piggy bank.



“From recycled plastic bottles to a cute piggy bank!”

WoW! This cute little Woodlane piggy used to be a plastic water bottle, but is now the ideal storage for all your loose change. And because the pink felt is made from recycled plastic, it protects our oceans and saves plastic waste from ending up in landfill, too.







# Recycled Bracelet.



“From recycled plastic bottles to nautical bracelet!”

WoW! This nautical-style bracelet is made from recycled plastic bottles. As an initiative of Social Plastic, the bracelet recovers ocean-bound bottles and improves lives.



# Recycled Sunglasses.

“From recycled plastic bottles to cool sunglasses, ready for summer!”

WoW! These cool sunglasses are made from recycled polypropylene that comes from waste plastic products, rescued by the Plastic Bank. The perfect sustainable, socially responsible giveaway for the summer holidays!





# Recycled Beachset.



“From recycled plastic bottles to a playful beachset!”

WoW! This colourful set of buckets and spades is made from recycled high-density polyethylene. Ideal for a family day out at the beach, it literally rescues plastic from the ocean!





# Recycled Frisbee.

“From recycled plastic bottles to frisbee, the summer giveaway!”

WoW! This sustainable, socially responsible frisbee is made from recycled polypropylene that comes from waste plastic products, rescued by the Plastic Bank. It's made for summer at the beach or the park!



# Mouse pad & Screen cleaner.

“From recycled plastic bottles to mouse pad and screen cleaner in one!”

WoW! This super-thin mouse pad and screen cleaner in one is made from 100% recycled plastic bottles, making it super sustainable. The back of the material has an anti-slip layer to make sure it doesn't move around on your desk. And the microfibre cloth means it can be used to clean your monitor as well. The product can be customised and printed in full colour all over, and even the anti-slip bubbles can be customised!





# Reusable Bottle.



“From recycled plastic bottles to a new reusable bottle - talk about circular!”

WoW! This reusable water bottle is made from 100% recycled disposable plastic bottles. The sustainable way to stay hydrated!





# Recycled Shopping bag.



“From recycled plastic bottles to shopping bag!”

WoW! This shopping bag is made from seven recycled plastic bottles. Once collected, the bottles are cleaned, shredded, processed into small granules, and used to create new products like this one!





# Recycled Backpack.

“From recycled plastic bottles to a handy backpack!”

WoW! This compact backpack is made from recycled plastic bottles. Perfect for on the go!





# Recycled Tote bag.



“From recycled plastic bottles to foldable tote bag!”

WoW! This foldable tote bag is made from five recycled plastic bottles. Always handy to have on you for that last-minute grocery shopping on your way home.



# Recycled Umbrella.

“From recycled plastic bottles to an umbrella - let it rain!”

WoW! This stylish umbrella is made from five recycled plastic bottles. Now there's a sustainable way to stay dry in a downpour!





# Recycled Baseball cap.



“From recycled plastic bottles to a baseball cap!”

WoW! This baseball cap is made from five recycled plastic bottles. Game on!





# Recycled Lanyard.

“From recycled plastic bottles to lanyard!”

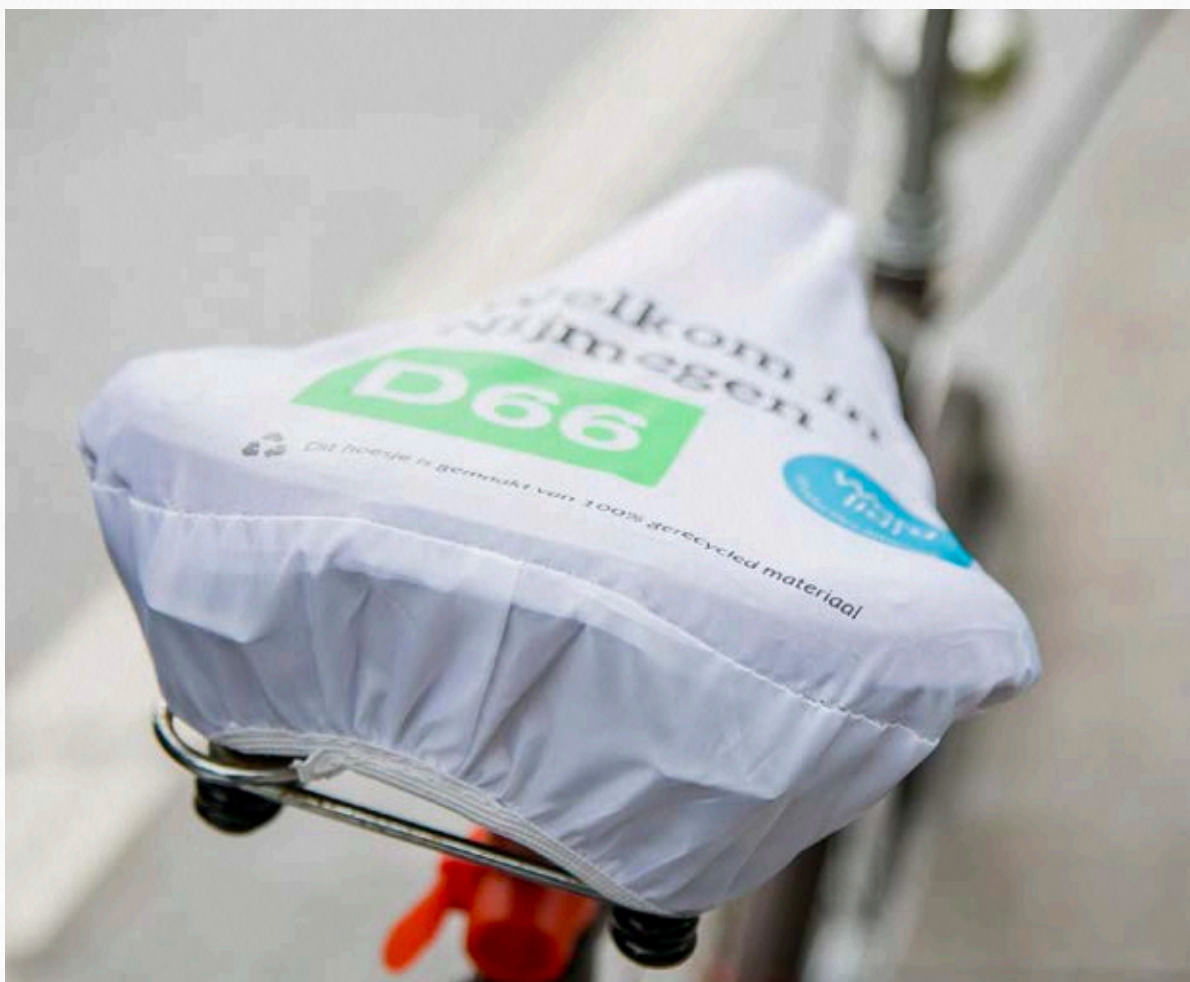
WoW! This lanyard strap is made from three recycled plastic bottles. Never lose your keys or ID card again!



# Recycled Saddle cover.

“From recycled plastic bottles to saddle cover for your next campaign!”

WoW! This saddle cover is made from 100% recycled plastic. There are two different models available, and both can be customised for your own campaign.





# Hook'd Saddle bags



“From recycled plastic to a smart alternative to saddle bags!”

WoW! Hook'd is an alternative to expensive saddle bags, and it's easier to use. No more messing about trying to stuff bags full of groceries into your saddle bags. Hook'd is designed to be sustainable, strong, light and attractive to look at – suitable for one or two bags, and super-simple to use. Hook'd is a 100% Dutch product: it's made from PE plastic that's been recycled in the Netherlands, and it's produced in the Netherlands too.





# Recycled Pen.



“From recycled plastic bottle to new plastic pen!”

WoW! This pen is made from a single recycled plastic bottle. Make someone's day and write them a letter by hand...



# Recycled Rubbish bin.

“From recycled plastic bottles to versatile bin!”

WoW! Flextrash's ambition is for a cleaner world with cleaner oceans – and that starts with you! By managing your waste properly, you're making a small but important contribution to keeping the oceans pure. With every product you purchase, Flextrash makes a donation to clean up the plastic soup and save valuable marine life like fish and corals.

**Small****3-litre bin**

Orange / Yellow

Black / Grey

**Medium****5-litre bin**

Black / Grey

**Large****9-litre bin**

Rosy Red

Joyfull Yellow

Beautiful Beige

Gracefull Grey

Black / Grey



# Felt Dock.



“From recycled plastic bottles to a felt dock!”

WoW! The Walter felt dock is made of felt produced from recycled plastic bottles as well as sustainable bamboo. It's an organiser for your everyday carry with a built-in, wireless, 10W, fast charger for your phone. It provides space for your keys, phone, receipts and more so you never need to lose those important items again.







# Sustainable Scarves.



“From merino wool and recycled plastic bottles to sustainable scarves!”

WoW! Get Scarved is a Dutch scarf brand, creating sustainable unisex scarves. The scarves are 50% polyester, made from recycled plastic bottles, and 50% merino wool, produced chlorine-free and without mulesing sheep. There are 12 different colours available.





# Sustainable Sportswear.

**“From fishing nets and carpets to high-performance sportswear that doesn’t compromise the environment!”**

WoW! Pixie uses technical compression fabric made from 100% regenerated nylon/polyamide from Econyl – a material that’s made from waste, including fishing nets and carpets. The reclaimed yarn is knitted into a high performance fabric in Italy. An average of 640,000 tonnes of fishing nets are left in the ocean every year, which makes up around 10% of marine litter. For every tonne of waste nets collected, enough nylon is generated to create more than 7,000 running leggings. The products are made in Holland.



# Made from... BIO Based materials

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# Corn Backpack.



“From corn starch to biodegradable bag!”

WoW! This bag is made from polylactic acid (PLA) and is 100% biodegradable and compostable. PLA is typically made from the sugars in corn starch, cassava or sugarcane. It is biodegradable, carbon-neutral and edible. To transform corn into plastic, corn kernels are immersed in sulfur dioxide and hot water, where its components break down into starch, protein and fibre.





# Corn Poncho.

“From corn starch to biodegradable poncho, perfect for festivals!”

WoW! This poncho is made from polylactic acid (PLA) that comes from corn starch - making it fully compostable and biodegradable. The sustainable way to stay dry when you're out and about!





# Vibers Flower pot.



“From elephant  
grass to a sturdy  
flower pot!”

WoW! This Vibers™ flower pot is made from a brand-new material produced using elephant grass grown in Dutch soil. Natural fibre, biodegradable, super strong and sustainable.



# Vibers Lunch box.

“From elephant  
grass to a handy  
lunch box!”

WoW! This Vibers™ lunch box is made from a brand-new, natural material produced using elephant grass - it's biodegradable, extremely strong and sustainable.





# Vibers Kitchen kit.



“From elephant grass to sturdy kitchen equipment!”

WoW! This Vibers™ kitchen collection is made from a natural, biodegradable, sustainable material produced using elephant grass grown in Dutch soil. If you keep Vibers™ cool and dry, it'll last and last. That's why this kitchen equipment should be washed by hand with mild soap, thoroughly dried afterwards, and only used for cold food and drinks. You can use Vibers™ up to a temperature of 45 degrees Celsius. It's not suitable for the dishwasher, nor should it be used for hot drinks and meals.









# Natural Bottle.



“From bamboo and sugarcane to world’s most natural water bottle!”

Wow! This reusable, organic water bottle is made from bamboo (for the lid) and sugarcane (for the bottle itself) - meaning your drink has no artificial plastic taste or smell. Both bamboo and sugarcane absorb CO2 from the atmosphere while growing. So by using this natural bottle, you’re helping to reduce greenhouse gases and put an end to single-use plastic bottles.



# Natural Bottle Slim.

“From natural materials to smart water bottle!”

WoW! This reusable water bottle is made from bamboo (for the lid) and sugar cane (for the bottle itself). This means your drink has no artificial plastic taste or smell. Both plants absorb CO<sub>2</sub> from the atmosphere while growing. So by using this natural bottle, you're helping to reduce greenhouse gases and put an end to single-use plastic bottles.





# Bio Ice scraper.



“From waste sugarcane to organic ice scraper for ice-free windscreens!”

WoW! This ice scraper is made from 100% organic materials - in this case from the waste from the sugarcane plant. No use of scarce fossil fuels, but instead renewable raw materials. Plus, growing sugarcane uses a lot of CO<sub>2</sub> and reduces greenhouse gas emissions.





# Bio bidon.

**“From sugarcane to organic bottle, for an environmentally friendly way of life!”**

WoW! Bio Bidon is the first organic bottle in the world. It neither smells nor tastes of plastic like regular plastic bottles do, and of course it's also BPA-free. The Bio Bidon is manufactured in an environmentally friendly way from renewable sugarcane. Cultivation of sugarcane absorbs CO<sub>2</sub> and reduces greenhouse gas emissions. The materials used meet food safety requirements and are fully recyclable. The sustainable alternative to a regular plastic bottle!



# Designer Bottle.



“From sugarcane to designer water bottle”

WoW! This water bottle is made from residual material from sugarcane instead of crude oil. The planet loves it, and so do we. The bottle is modular, which means it takes up less space and it's easy to clean. Suitable for tap water, fruit juices, pops and alcohol up to 13%. It doesn't melt in your mouth, nor in the dishwasher (up to 65°C / 149°F). It's designed and made in Holland, and it's 100% recyclable.





# PLA and Cork Cup

“From cork and PLA to stylish coffee mug!”

WoW! This natural, reusable coffee mug is going to be the envy of your colleagues when it's sitting on your desk at the office. And the way it's made is the perfect combination of design, functionality and sustainability. The exterior of the mug is made from 100% FSC-certified cork, which is both biodegradable and renewable. The interior of the mug is made from a compostable material called polylactide (PLA).



# Made from... Natural products

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# Bamboo Pen.



“From bamboo to a stylish yet durable pen!”

WoW! Bamboo is a fast-growing timber-like plant that reaches maturity in five years (much quicker than the usual 30-120 years required for other species!). After a bamboo plant is harvested, four to seven new plants naturally grow from its roots - no replanting necessary. Bamboo is known for its hard surface, making it a robust and long-lasting material. Despite its hardness it is very suitable to craft. Which makes it the perfect material for these stylish yet durable pens!





# Bamboo Cup.

“From bamboo to unique, handmade cups for drinks or snacks!”

WoW! These reusable cups are handmade from bamboo. Because they're each crafted from an individual bamboo pole, no two cups are the same. They can be used for tea and coffee, but also work perfectly as snack bowls or even toothbrush holders! Note: bamboo is a very durable material, but it must be washed by hand. Do not put bamboo in the dishwasher.





# Bamboo Toothbrush.



“From bamboo to biodegradable toothbrush, for sustainable brushing!”

WoW! With over a billion toothbrushes thrown out every year ending up in oceans and landfills, these bamboo brushes are a great alternative to the typical plastic version. Bamboo is renewable and biodegradable. Make your daily routine more sustainable!





# Bamboo Socks.

**“From bamboo to breathable socks: a must-have for your wardrobe!”**

WoW! These socks are made from bamboo fibre: a naturally environmentally friendly material in every sense. Bamboo fibre – a cellulose yarn extracted from bamboo – is the fifth most used natural fibre after cotton, linen, wool and silk. It's naturally breathable, highly durable and odour resistant. All of which make it the perfect yarn to create these colourful socks. And there are two designs available in stock!



# Bamboo Straws.



“From bamboo to biodegradable and eco-friendly drinking straws!”

WoW! These drinking straws are made from bamboo! Handmade, biodegradable and eco-friendly, they are even reusable. The Bamboo straws are extremely durable, made with no inks or dyes. They're easy to clean by hand-washing them in warm water.



# Pasta Straws.

“From pasta to drinking straws!”

WoW! There's a better way to enjoy your favourite cocktail, soda or smoothie without leaving a footprint on the planet that will take generations to disappear. Drinking straws made from pasta! Unlike plastic (which ends up in landfill) or paper drinking straws (that quickly get soggy), Stroodles Pasta Straws last for an hour or more, are flavourless, biodegradable (made from wheat and water), edible and create zero waste.





WIRELESS  
PHONE ((•))  
CHARGER





# Walter Bamboo docks.

“From FSC bamboo to smart dock organiser, there’s no excuse to forget your keys!”

WoW! Made from durable, FSC-certified bamboo, the Walter Bamboo Dock is an organiser for your everyday carry. It’s available in two versions: with or without a built-in wireless phone charger. It’s the perfect storage for your keys, phone, receipts and more.



Walter Bamboo Basic



Walter Bamboo Double



# Walter bamboo Big dock.

“From FSC bamboo to smart dock organiser, there’s no excuse to forget your keys!”

Wow! The Walter Bamboo Big Dock is an organiser for your everyday carry with a built-in wireless charger. It provides room for your keys, phone, receipts etc. and of course it has pockets for your Walter Wallets. The Big Dock has a drawer to store even more!



# Bamboo Wheels.



“From bamboo to toy cars - it’s time to play!”

WoW! This toy car is made from bamboo, one of the fastest growing plants in the world. It’s strong, durable and completely sustainable. Cars, delivery vans, trucks, airplanes and more are all possible. Plus, custom models are available with orders of upwards of 100 pieces, which means a bamboo version of your own brand of car is no problem. Each car is delivered as a set with the axels and wheels in a gift box that can be custom-printed as well.





# Play time



**Little Bamboo Bank:**  
can be branded as any bank, ticket office, train station and more.



**Little Bamboo Garage:**  
can be branded as a car dealer, petrol station, police station and more.



**Little Bamboo Ice Cream Shop:**  
can be branded as a supermarket, pharmacy or any other company.



**Little Bamboo Pizza Place:**  
can be branded as any shop, restaurant or company!



# Bamboo Custom toys.

“From bamboo to wooden toys!”

Wow! These high-quality, fun, custom toys are made from bamboo, one of the fastest growing plants in the world. The design fits perfectly in the modern interior, making your brand visible at all times. There are four models available, which can be customised in your own style, including the jigsaw pieces.



# Bamboo Tapazz snack.



**“From bamboo to snack boards, for your Friday night tapas!”**

WoW! These sophisticated serving Woodlane boards are made from high-quality, durable bamboo. A great eye-catcher in the kitchen and on the dining table. Suitable for snacks, small appetisers, sweets and more. Standard house-shapes are available with neck, bell or step gables. From 500 pieces upwards, custom shapes are also available. It's even possible to order a few different shapes as a two-pack or three-pack that come in one sleeve.



# Bamboo Tapazz XXXL.

“From bamboo to XXXL snack board, for your Saturday night tapas!”

WoW! Steal the show with Woodlane Tapazz XXXL: a huge 92 cm long tapas board, in the shape of an Amsterdam house! Made from high-quality bamboo material with spots for delicious olives, hummus and much more. It even has enough space to cut pizzas or bread. And it's perfect for serving a breakfast in bed. Just apply some edible oil (like olive or sunflower oil) to give the material a darker finish.





# Frank About tea.



“From tea producer to teapot, for a fairer, fresher cup!”

WoW! We trade directly, which means going straight to the source: bringing you the world's best teas directly from tea producers. Having fewer steps in the process also means better traceability, which is really important to us. We only use natural ingredients in all our teas, which means no synthetic aromas or hidden sugars. So you get to drink a flavorful tea with no junk in it. Fresher tea for you, a premium price for local producers – let's make tea a force for good!





# FairChain Coffee.

“From FairChain farmer to premium coffee, for a mindful mug!”

WoW! Moyee Coffee radically changes the way coffee beans are grown, roasted and delivered. We call this method FairChain. These coffee beans are sustainably grown in the canopy of the Ethiopian forest at an altitude of over 1500 metres. In partnership with our farmers in Lima and Jimma, we hand-pick only the best beans to create excellent Arabica coffee.





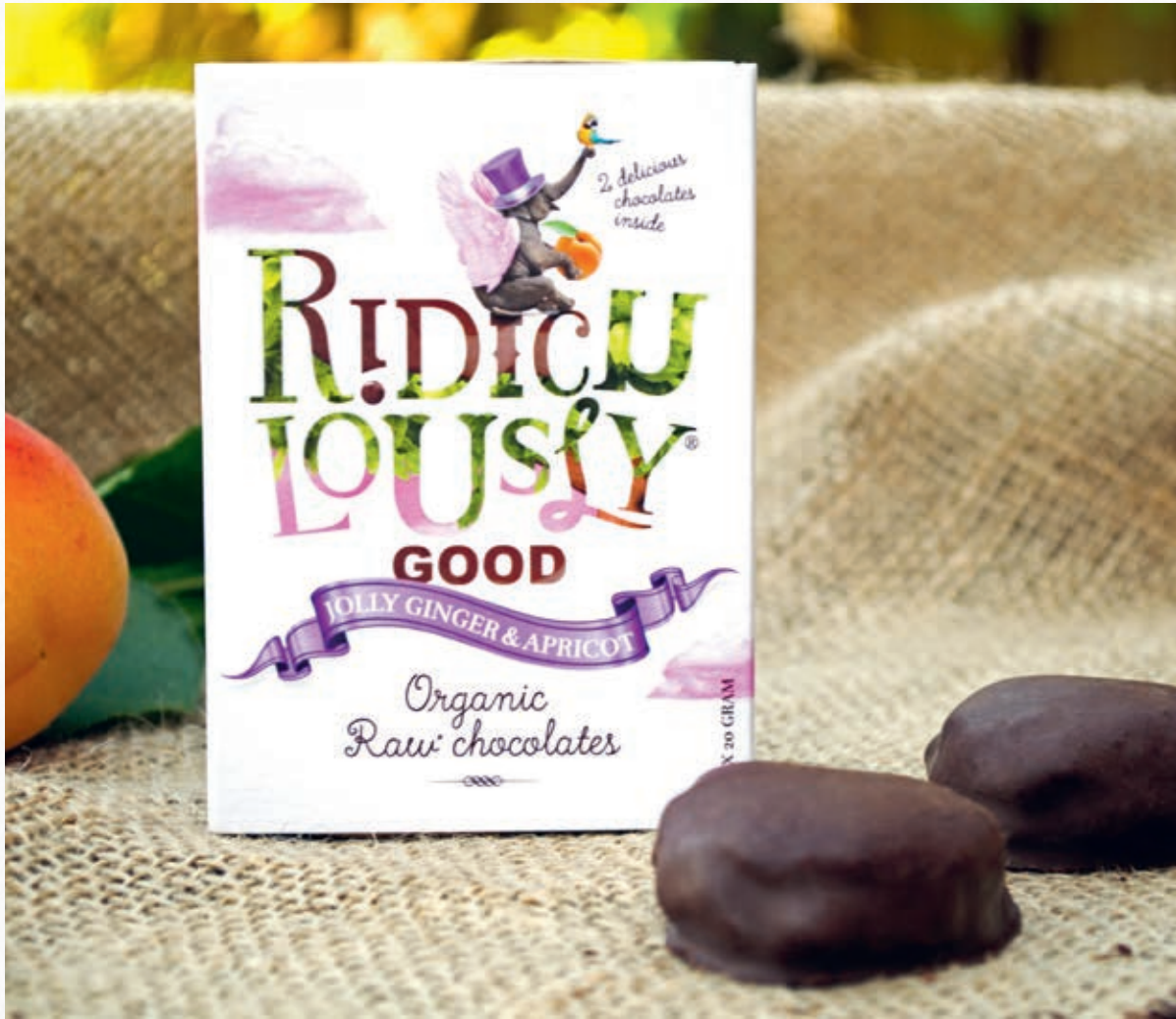
# DIY Liqueur.



“From natural ingredients to delicious liqueur!”

WoW! It's fun to make your own liqueur. And with Pineut it's super simple, too. The ingredients in these do-it-yourself drinks are carefully chosen, which makes your part of the job really easy. All you have to do is add the liquor, give the bottle a daily affectionate shake, and wait patiently. Before you know it, you'll be enjoying your very own delicious liqueur.





# Organic Raw chocolate.

“From FairChain farmer to ridiculously good chocolate!”

WoW! It's our mission to create the most delicious, pure, natural treats to delight your tastebuds. We believe that the best flavour comes from Mother Nature, so no chemicals or artificial ingredients are added. Our chocolates are handmade using only the finest raw cacao and filled with more deliciousness inside. 100% organic and free of junk. Because we care about our planet, our producers, and your health.



# Green Balls.



“From seeds to bees, to protect our wildlife!”

WoW! These Green Balls create a mini ecosystem, protecting seeds from birds, ants and slugs, and nourishing them as they germinate and grow. The seeds inside comprise a bee-attracting mix, including foxglove, bird’s-foot trefoil, red clover, wild marjoram, viper’s bugloss, cornflower, corn marigold, night-flowering catchfly and chamomile. Our mission is to help and inspire more people to grow native wildflowers in gardens, balconies and window boxes so that we can help increase our bee, butterfly and other garden wildlife populations. They need our help!





# Hot soluble Bag.

**“From synthetic polymer to soluble bag, to reduce landfill!”**

WoW! This bag is made from Polyvinyl alcohol, a synthetic polymer that's soluble in water. In hot water, it will disappear in just a few seconds! It has no odour and is non-toxic. Which means that when you no longer need the bag, it'll simply disappear – no more plastic bags ending up in landfill!



# Green Card.



“From green card to green fingers, the eco-friendly promotional giveaway!”

WoW! The Greencard is a full-colour printed card with seeds wrapped in a water soluble film. Just put the tip of the Greencard into prepared soil and the seeds will grow into a beautiful flower or herb! This is one eco-friendly promotional giveaway with serious potential for growth.



# Jewelry Postcards.

“From traditional crafts to handmade treasure!”

WoW! This little treasure is a hand-crafted bracelet with a small postcard designed exclusively for you. Now that's what we mean by handmade. East meets West: our Amsterdam design ideas are combined with traditional crafts from Nepal. It's a team effort! All our pieces are handmade with love.





# Gift boxes with character

The Rackpack gift line consists of ten high-quality wine gift boxes, which transform any bottle of wine into a luxury gift.

Thoughtfully designed and eco-friendly, it's clear that Rackpack was dreamed up by award-winning Dutch designers who are passionate about the environment, wine and good design. Best of all: these gift boxes are all reusable!







# Rackpack Original.



**“From FSC wood to gift-box-meets-wine-rack, for that special party gift!”**

WoW! The Rackpack Original is a wooden gift box for a bottle of wine that turns into a wine storage rack. In addition to helping your bottle stand apart from other host and hostess gifts, the Rackpack can be transformed from a carrier to a wooden wine rack with the simple flip of a few hinges. It can be reconfigured several different ways for storing three, six, or even 12 bottles of wine. Rackpack can be ordered empty or filled with a nice bottle of wine (red, white or rosé) from Domaine Boyar.





## Rackpack Wine Truck.

The Wine Truck is a gift box for a bottle of wine that transforms into a toy truck!



## Rackpack Juice Box.

The Juice Box model is a gift box for a bottle of wine. The Bamboo lid can be used as a desktop dock with a built-in wireless charger for your phone.



## Rackpack Wine Sign.

The Juice Box is a gift box for a bottle of wine. The bamboo lid can be used as a desktop dock with a built-in wireless charger for your phone.



## Rackpack Rock'n Roller.

The Rock 'n Roller is a gift box for two bottles of wine with a flexible bamboo lid. It can be used as a tray on the armrest of your sofa, or you can use the entire packaging as a storage box.





## Rackpack Way Cooler.

The Way Cooler is a wooden gift box for a bottle of wine with a cork interior. Made from natural materials, it keeps a bottle cool for an hour and a half. That's waaay cooler!



## Rackpack Desk Topper.

The Desk Topper is a gift box for a bottle of wine, which can be turned into an organiser for your desk, dining table, kitchen or bedroom. The lid can be used to divide the compartments. Handy!



## Rackpack Wine Light.

The Wine Light is a wine box that turns into a table light to set the mood. The cable and socket included can easily be installed in your home.



## Rackpack Robox.

Beep beep, Robox arrives with a bottle of wine in his belly. After drinking the bottle of wine, he's happy to be left to play around the house!

# Rackpack Say Cheese.



“From FSC wood to gift-box-meets chopping-board, for that special party gift!”

WoW! The Say Cheese is a wooden gift box with two compartments: one for a bottle of wine and one for an assortment of cheeses. The lid of the box doubles as a bamboo chopping board, to present and cut the cheese you just received as a present. Bon appétit!





# Rackpack Casa de Tapas.



small

“From bamboo gift box to party plate!”

WoW! The Casa de Tapas (Small) is a wooden gift box for a bottle of wine or some delicious tapas. The front of the bamboo plate has pockets for tapas, while the back can be used as a cutting board. Muchas gracias!





## Rackpack Casa de Tapas large

The Casa de Tapas (Large) is a wooden gift box for two bottles of wine or one bottle plus some delicious tapas. The back of the bamboo plate can be used as a cutting board. Muchas gracias!



## Rackpack Tray Chique.

The Tray Chique is a horizontal wooden box for one bottle of wine, which transforms into a serving tray.



## Rackpack Beer Gear.

The Rackpack Beer Gear is an FSC-certified wooden gift box for up to five bottles of beer, which can be folded into a holder for one meter of beer, or as the Dutch say: a Beermeter. Beer Gear fits nine bottles or glasses, so invite eight friends and get the party started!



# Shampoo Bars.



**“From natural ingredients to a colourful, sustainable shampoo bar!”**

WoW! The goal of these Shampoo Bars is to reduce the use of plastic shampoo bottles. Suitable for all hair types and made with natural ingredients, one Shampoo Bar delivers the equivalent of three bottles of shampoo, and lasts an average of 80 washes. If you use a Shampoo Bar, you don't need conditioner. A Shampoo Bar is the perfect travel companion: they're not only small, light and compact, but also TSA-approved. There are 20 variations available, and you can even customise a soap dish with your own logo and text!





# Plastic-Free Suncream.

“From smart idea to plastic-free, biodegradable sunscreen. Let’s hit the beach!”

WoW! Every year, 14,000 tonnes of sunscreen are washed into the ocean from swimmers, leading to widespread destruction of marine life. 10% of the world’s coral reefs are threatened by bleaching caused by the most commonly used chemical UV-filter, Oxybenzone. But now, Suntribe offers the new generation of sun protection. Our zinc sunscreens are highly effective, safe for you and for the planet, and made without dangerous chemicals or unnecessary ingredients. As part of the tribe, you protect the environment and your skin.







# A great gift needs great packaging





# WoW Giftcard.



**“The first innovative, sustainable, circular and FairChain giftcard!”**

The WoW! Giftcard is exclusively available from the promotional distributor – whereby the distributor can offer a completely sustainable and circular gift package to companies. The card itself is made from coffee waste – making it a useful, sustainable gift. And it can be redeemed in a free gift shop.





## A time of giving

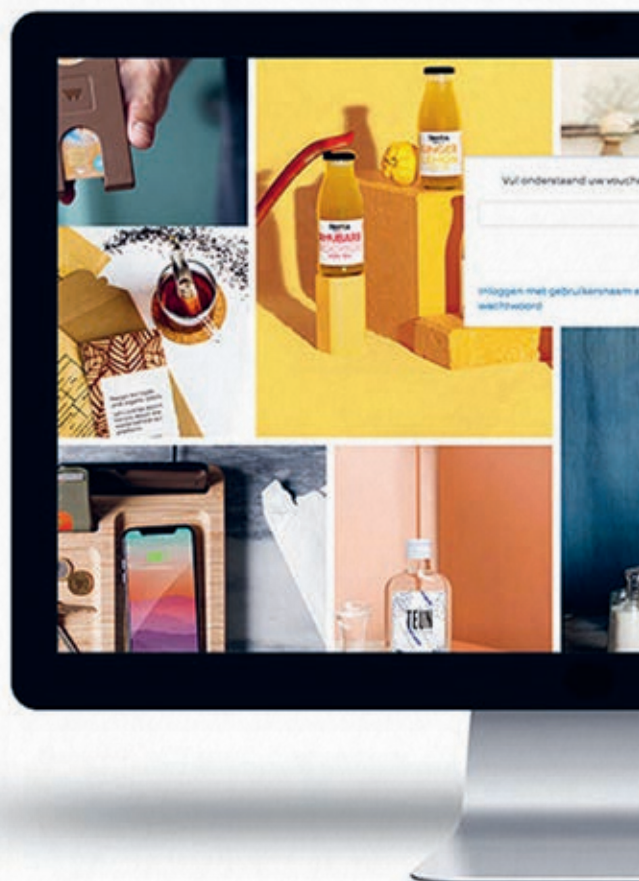
For every occasion, there's a themed web shop that's been set up with a tailor-made product range, especially for the person and occasion selected. New and innovative gifts that are sustainable, circular and/or FairChain are continually added to the assortment. The web shop features your house style, company name and logo, and is designed around the relevant theme.

# & Free Webshop.

The WoW! Giftcard is fully redeemable at a specially developed online gift store that's simple and effective to use. The free online tool allows for a simple gift and reward system.

More information about the web shop:

- It's free to use
- You can learn how to manage it yourself in 20 minutes
- It's easy to customise by selecting various themes
- You can select from the various gift choices yourself
- It's simple to edit and personalise the text





A close-up photograph of a large, vibrant green leaf with prominent veins. In the background, a person's face is partially visible, smiling, with their dark hair and a red and white striped garment. The text is overlaid on the left side of the image.

**A green smile  
is leaving the  
world better  
than we  
found it.**



SUSTAINABLE COLLECTION  
WOW



