



pela

Grace & Kirti



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# Origin: 🌱 Jeremy Lang



"Plants + Creative Thinking = Sustainable and earth-friendly plastic alternatives that are as functional and as beautiful as their plastic counterparts"

- He saw first hand the damage plastic was doing to our oceans while on family vacation in Hawaii in 2008
- Jeremy had the courage to spend years experimenting with new materials to try and find an alternative to plastic that could be used in everyday products
- His mission to make sustainable products the new normal starts with a product that you hold everyday. Phone cases!

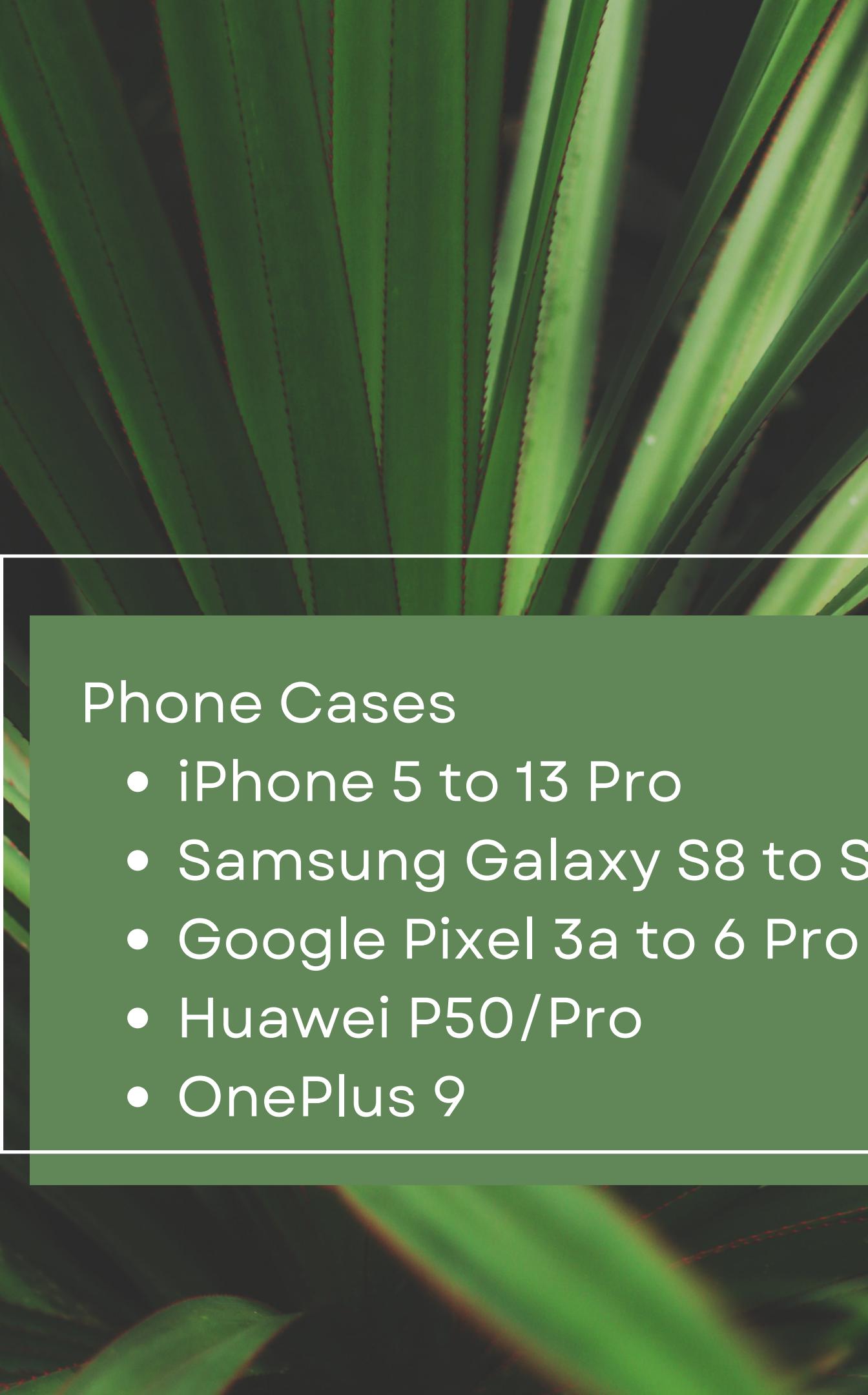
# Pela: a waste free future

**The first compostable phone case.**

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Community, Creativity, Consciousness, and Courage.





# Product Portfolio

## Phone Cases

- iPhone 5 to 13 Pro
- Samsung Galaxy S8 to S22
- Google Pixel 3a to 6 Pro
- Huawei P50/Pro
- OnePlus 9

iPad cases

Smart watch bands

AirPods/Pro cases

AirTag holders

Phone grips

Adhesive phone card holders

Card keepers

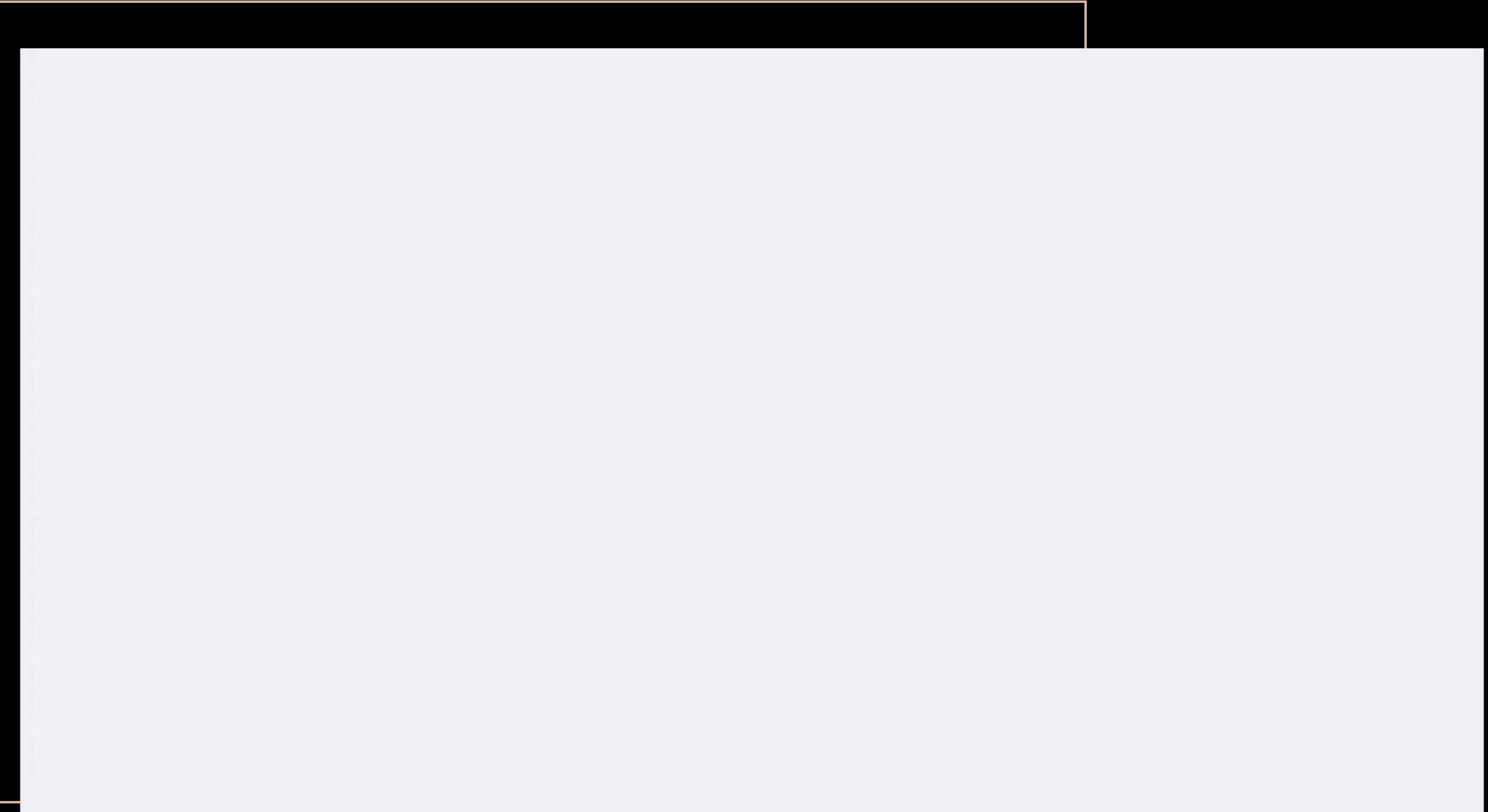
Zero waste screen protector

Ethos radiation reduction tool

Sunglasses

Blue light glasses

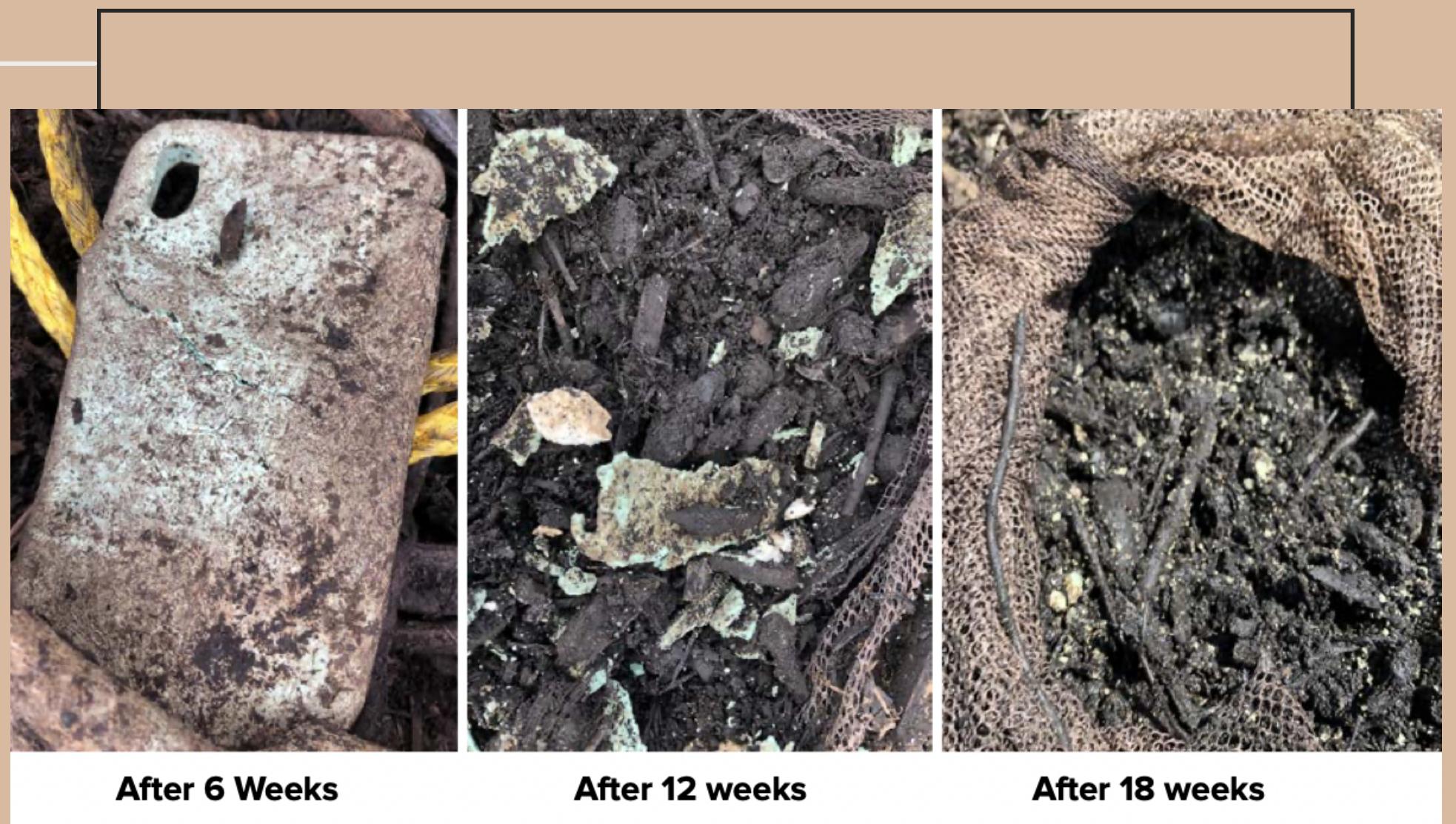
# Sustainability Strategy:



# Technology: Flax seeds

## Flax Straw Fibre

- It is made out of plant-based biopolymer, recycled materials and flax straw fibre, a waste byproduct of the oilseed harvest
- Usually this straw fibre gets burned
- NSF tested to be BPA-free and contains no lead, cadmium or phthalates
- Shipping in zero-plastic packaging



# Research on Operations

## Carbon Emissions

1,497  
tCO<sub>2</sub>e

Total carbon footprint for 2020

92%

of these emissions stem from only  
product life cycle

## Carbon Offset

3,744  
tCO<sub>2</sub>e

Total carbon offset and  
total carbon emissions

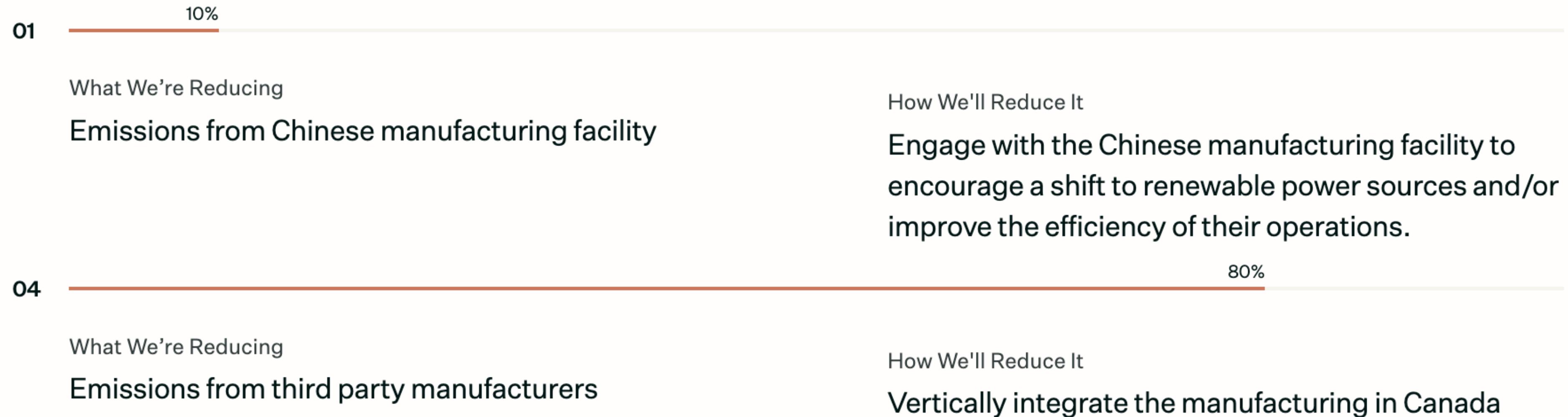
\$45,677

Total carbon credit  
investment

- Avoiding deforestation
- Reforestation
- Wind
- Solar
- Biomass
- Improved forest management

# 2020 Reduction Plan

## In Progress Reductions



# 2020 Reduction Plan

## Current Year Reduction Actions

01

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What We're Reducing

We plan to make future Lomi models ten percent more energy efficient by the end of 2022.

How We'll Reduce It

We will source more efficient motors and heating components, where possible, to reduce the amount of energy required to operate.

02

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What We're Reducing

We plan to reduce our emissions by utilizing more biobased materials in the production of Lomi.

How We'll Reduce It

We plan to utilize a minimum of 10% biobased materials in the production of future Lomi models, where possible.

# 2020 Reduction Plan

## Completed Reductions

02

What We're Reducing

We plan to reduce the emissions associated with shipping our products to our customers.

100%

How We'll Reduce It

We will source distribution centres in closer proximity to the majority of our customers.

100%

03

What We're Reducing

Downstream transport emissions

How We'll Reduce It

Streamline transportation routes for transporting the finished product to distribution centres



## Indirect & Direct Competitors:



corn-based bioplastic

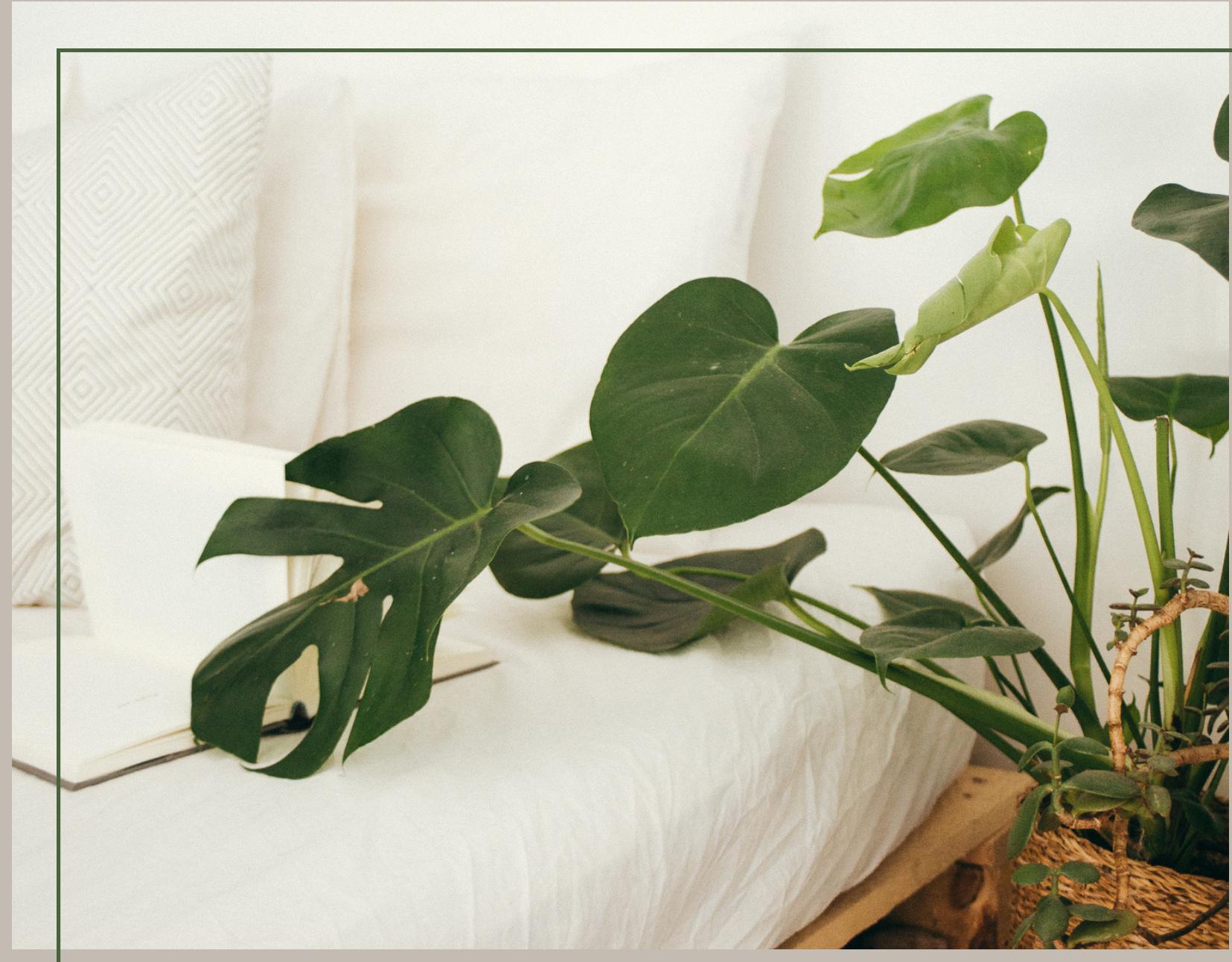


**REVEAL**

Phone cases out of bamboo,  
hardwoods, and cork.



upcycled 7ply Canadian maple  
skateboard decks.



## Area of Intervention + Value Proposition

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- Further expand Product Portfolio
- Personalised textures of the case itself which can also be provided
- Partner with other sustainable brands by expanding into different markets (such as Notepad covers) to make use of this technology

THANK YOU