Containers

drawing and welding blanks together. Few need to be produced after the first upfront productions as they are designed

Spherification Process.

To achieve their desired format, the orbs undergo a spherification



The frozen cubes from the material sourcing process are dipped in 3 different baths to achieve the coating





Chemical

Treatment



Sodium alginate is produced through an alkaline extraction and

drying. The by-products of this transformation can be reused.

Chemicals are sourced from low

Chemicals selling companies provide SoapBros with the essential materials



Storage of the orbs

The orbs are stored in SoapBros awaited. A minimal storage time is respected to minimize bottlenecks and orb degradation. Orb containers are shipped with orbs inside for firsttime users.



- SoapBros storage facilities are needed to cover the distribution phase.

Online Storage Control



DATA







Full Truck

28 Deliveries/Day

Transport through Ocado

The Ocado platform is used to deliver the orbs and containers to customers. customers as well as SoapBros products.



Bespoke recycled HDPE the integrity of the orbs from the

GPS and travel time data collected

Refill

Process

Ocado delivery employees recover the empty container

The delivery employee fills the container up with the orbs stored in their truck.

The container is then given

to the customer or left outside for them to collect.

User buys on the Ocado website

Factory subdivision

System Mapping

Sourcing & Production

Logistics subdivision

Distribution

Transport subdivision

Distribution Post-Consumption

User

Consumption

Steps

Cycle

Life

∞

Subdivisions

System

Recovery

subdivision

Post-Consumption

Production Orb Surplus

> Delivery Orb Surplus

Recovery of

delivery batch can be sold the next

recovered. The soapy solution can be reused and the algae can be treated to be repurposed. Orbs that simply remained in the

surplus



When the container is fully empty, the customer order a new batch of orbs on Ocado. is enough to last a few weeks in a small household.

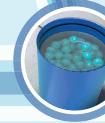
Empty Truck

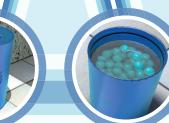
HDPE crates are reused for an

break they can be recycled.

unlimited amount of time. If they







Online Supply Control

Sourcing materials

before its chemical processing

usually simply removed from beaches as it is regarded as a problem.

 SoapBros finances beach cleaning facilities and farmers to positively repurpose brown seaweed, a very renewable source of alginate.

Supply



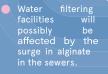
Seaweed



Concentrates

Brands CAREX Dove Dettol





The alginate lost in the sewers may be repurposable.

Wash hands



- User takes an orb to wash their
- User pops orb to release soapy water and start cleaning.
- User opens the faucet for the first time to rinse their hands.
- The algae gel goes down the

Storing the orbs





System **Elements**

- Resource
- Infrastructure
- Data
- Actors
- Values
- Principles