
full circle®
Ocean Bound Plastic
full
circle
BRANDS

full circle BRANDS

Established in 2009, our mission is to inspire thoughtful change in people's everyday choices, by reinventing everyday products to be better for you, and the world.

A certified B Corporation, Full Circle brands is committed to creating innovative, sustainable, durable and beautiful products that people use (and are proud to display) everyday.



Certified B Corporation

full circle BRANDS OCEAN BOUND PLASTIC COLLECTION

YOU ARE IN GOOD COMPANY

With some of our diverse partners

Whole Foods Market

Kroger

Thrive Market

target

Grove Collaborative

The Container Store

Williams Sonoma

Sur la table — The Art & Soul of Cooking

Cost Plus World Market

Walmart.com

Publix

ACE Hardware

full circle BRANDS — OCEAN BOUND PLASTIC COLLECTION

RETHINK PLASTIC

When it comes to rethinking plastic, we obsess over the tiny details most people don't even notice. Even if we can't design around plastic completely, we strive to reduce its use without sacrificing durability and function. We look hard at every possible change that can make a difference – from product design, to material selection, to environmental plastic collection. By taking a balanced approach to when and how we use plastic, we can reduce our reliance on plastic and make sustainable choices more accessible to everyone.



NEW PACKAGING

REDESIGN

We aim to reduce our plastic usage by rethinking how each product is designed. Our intentional design process results in unique and innovative solutions that rely less on plastic.

REUSE

When plastic is absolutely necessary, we do our best to use Global Recycled Standard Certified recycled plastics.

Global Recycled Standard



RECOVER

Full Circle is proud to be 100% Plastic Neutral. What this means is that for every ounce of plastic we use, an ounce of plastic is collected from the environment - and recycled into social plastics - through our partnership with Plastic Bank®



plasticbank



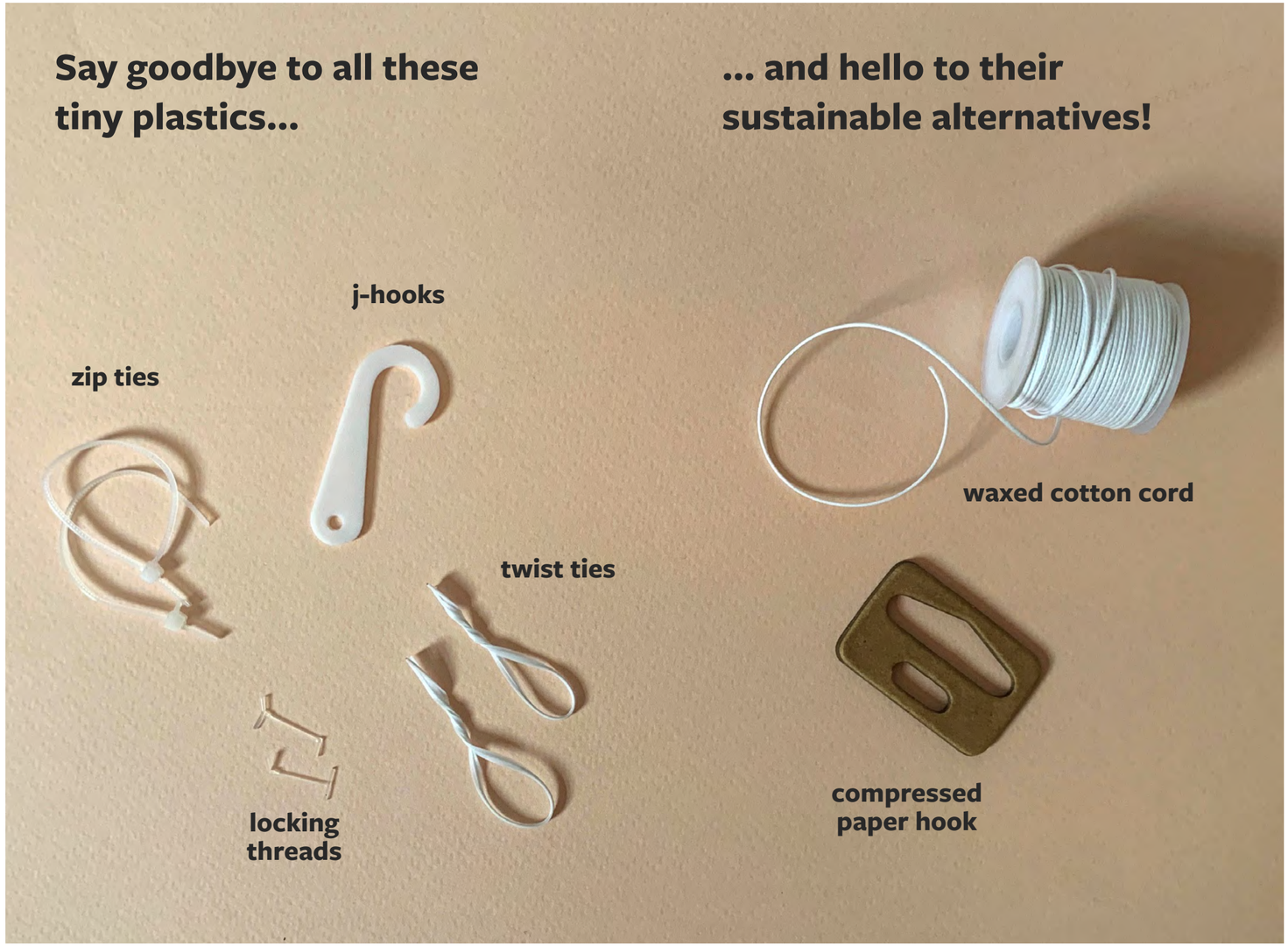
We have offset

330,000 lbs = 3 BLUE WHALES

through our partnership with Plastic Bank

SUSTAINABLE PACKAGING

Plastic-free Packaging



We've not only swapped out plastic tags and ties for functional, compostable alternatives, our carding also uses a plastic-free water-based lamination that is completely recyclable.

Consumer Insights

> Millennials and Gen Z are becoming a force to be reckoned with as they continue to represent a larger share of the consumer demographic. Companies that don't have sustainability as part of their core value proposition need to act now to protect against future reputational impacts and loss of market share

96%

of U.S. consumers surveyed intend to behave in ways that protect the planet, its people, and its resources.

Forbes

https://www.forbes.com/sites/phillempert/2023/05/03/2023-issues-predictions--trend-forecast-for-food-gen-z

Globally,

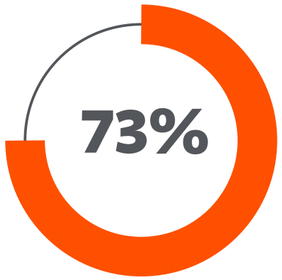
85%

of people indicate that they have shifted their purchase behavior towards being more sustainable in the past five years

businesswire
A BERKSHIRE HATHAWAY COMPANY

https://www.businesswire.com/news/home/20211014005090/en/Recent-Study-Reveals-More-Than-a-Third-of-Global-Consumers-Are-Willing-to-Pay-More-for-Sustainability-as-Demand-Grows-for-Environmentally-Friendly-Alternatives

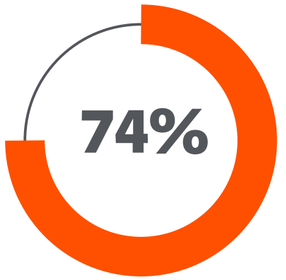
SUSTAINABILITY



Of shoppers believe it is important to shop sustainably

Source: Forecasting Consumer Demands – WWD

MISSION-DRIVEN



Of retail consumers aged 25-34 place importance on social impact

Source: GenZ/Millenniels: Sustainability Supports Durability | Cowen

”Although many people **claim to be willing to pay for sustainable products and practices,** they don’t often follow through. Part of the problem is the phenomenon of **plausible deniability: if we can find a plausible excuse for not doing the right thing when it is inconvenient we are likely to take it.”**

PLAUSIBLE DENIABILITY

=

CONVENIENCE | PRICE | EFFICACY

Nudging Consumers to Purchase More Sustainably (hbr.org)


full circle®
INTRODUCES
Ocean Bound Plastic Collection
MADE FROM RECYCLED FISHING NETS
full circle
BRANDS

Certified Ocean Bound Plastic
Material Background

Our unique brushes start with the collection of used and disposed of fishing nets and aquaculture supplies. These recovered materials are turned into PP and Nylon that can be reused for production of new clothing and other hard goods. Collection of these nets diverts them from being discarded overboard into the ocean or into a landfill, giving the material a second life.



1. Collection
Nets used in deep-sea fisheries and offshore aquaculture, as well as rope material from shipping operations are collected



2. Transformation
The nets are cleaned and processed to make pellets, which can then be used to make yarns for textiles, or other hard goods



3. Production
The recycled nets' pellets are then turned into any number of durable, yet sustainable products

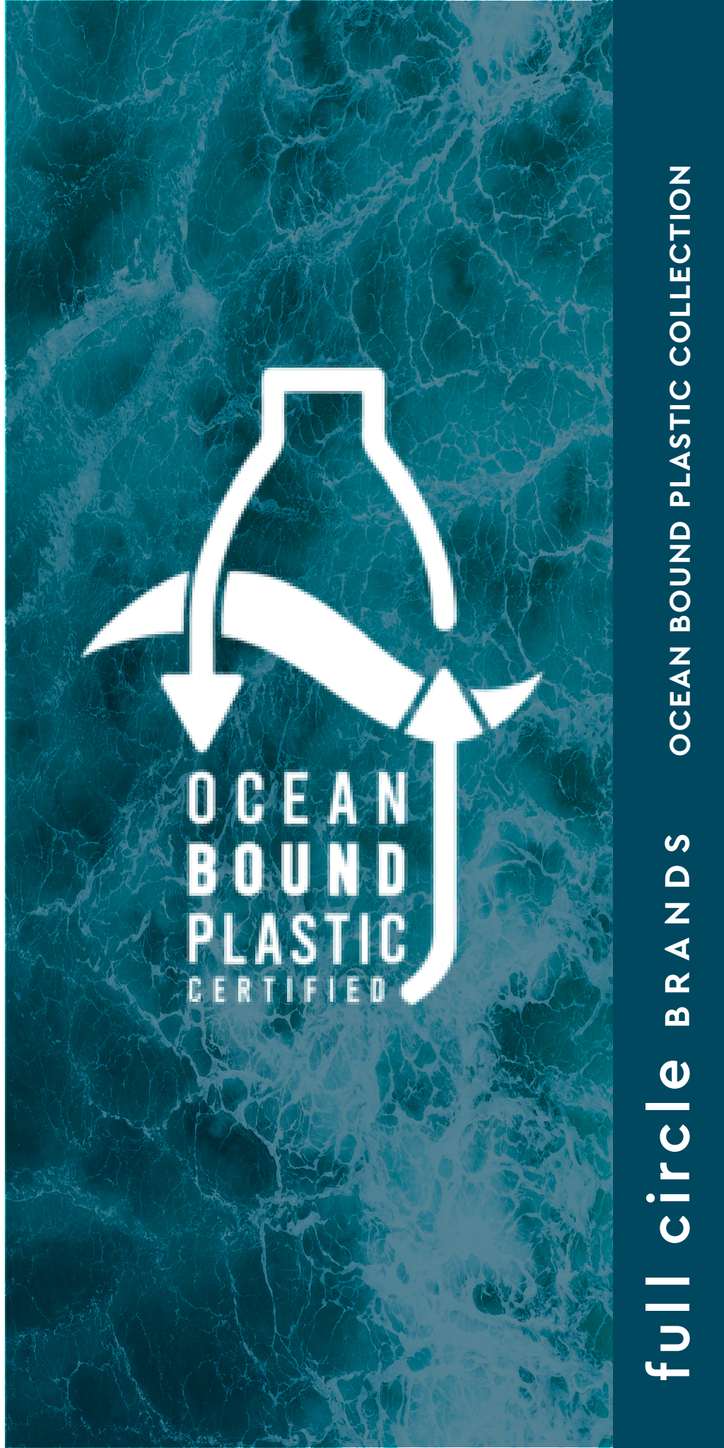


full circle BRANDS OCEAN BOUND PLASTIC COLLECTION

Ocean Bound Plastic
Certification

Zero Plastic Oceans developed the Ocean Bound Plastic (OBP) Certification Program in collaboration with the certification group Control Union. This certification program aims to attest that:

- OBP plastic waste is collected adequately and ethically
- OBP plastic waste is well managed once collected
- Commercially recyclable OBP waste is traceable until the final recycled product
- Non-commercially recyclable OBP waste is correctly handled, and corresponding plastic credits are thoroughly verified and traceable



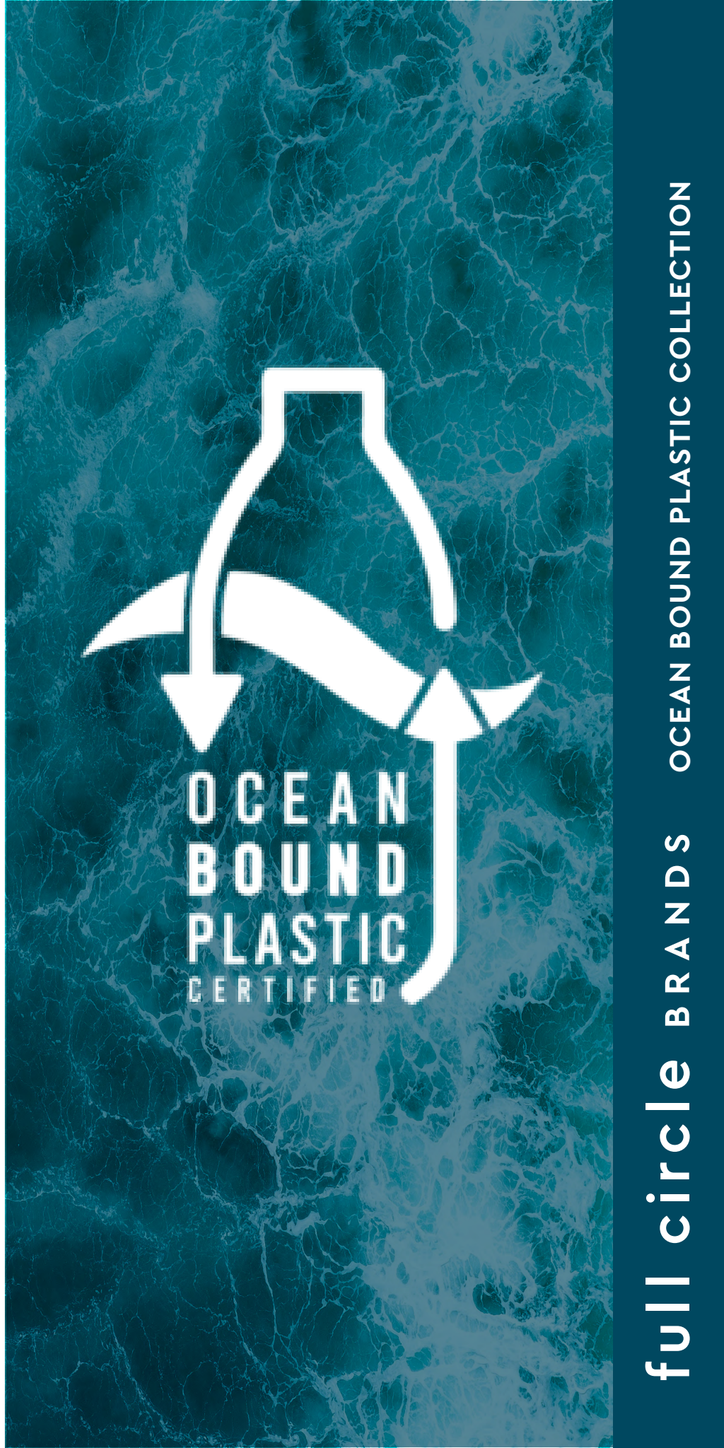
Ocean Bound Plastic

Not just recycled

Not only is there direct impact on ocean and waterway pollution, recycling OBP requires 72-90% fewer resources than manufacturing virgin materials

Material	Carbon (CO_2/KG)	Energy Consumption (MJ)	Water Consumption (M^3)
Virgin PP	2.3751	80.1155	0.0207
OBP PP	0.6468	8.9076	0.0019
Difference	**72.77%**	**88.88%**	**90.82%**

Per 1kg of Virgin Polypropylene vs. OBP Polypropylene



Introducing The Ocean Bound Plastic Collection

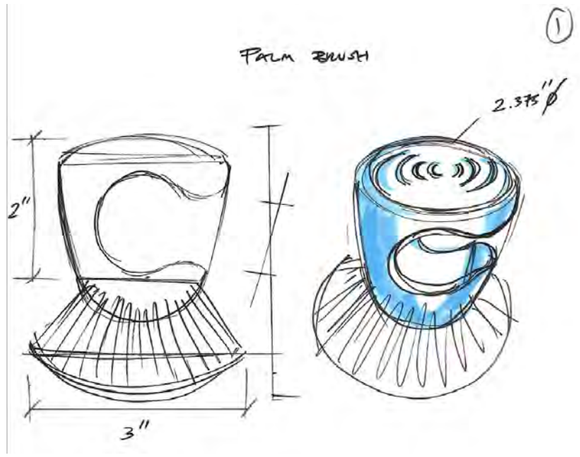
Minimal Plastic-Free Packaging

- 100% Recycled Ocean Bound Plastic
- 100% Recycled Ocean Bound Plastic Bristles
- Plastic-Free Packaging
- Dishwasher Safe

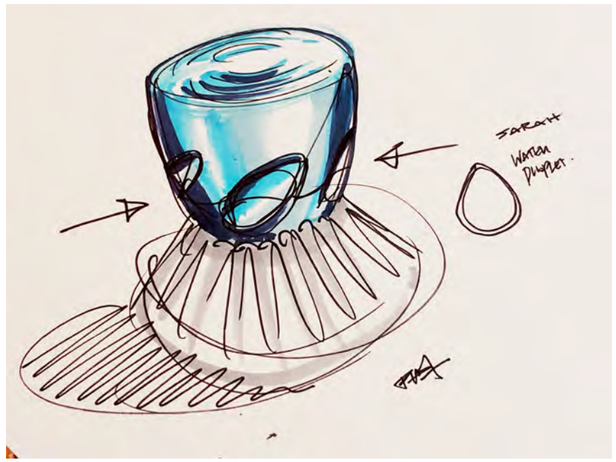


Design Process

SKETCH



DESIGN UPDATES



REFINE & FINALIZE



PROTOTYPE



ERGONOMICS CHECK



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Dish Cleaning



DISH BRUSH



POT & PAN BRUSH



PALM BRUSH



BOTTLE BRUSH



NETTED SCRUB SET OF 3

full circle BRANDS OCEAN BOUND PLASTIC COLLECTION

Cleaning



SCRUB BRUSH



GROUT BRUSH

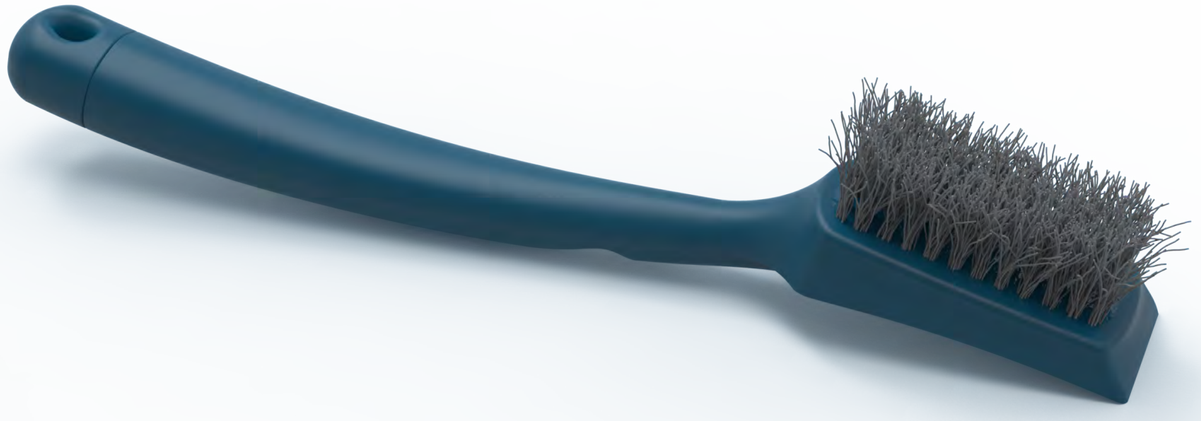


MINI DUSTPAN SET

Design & Innovation

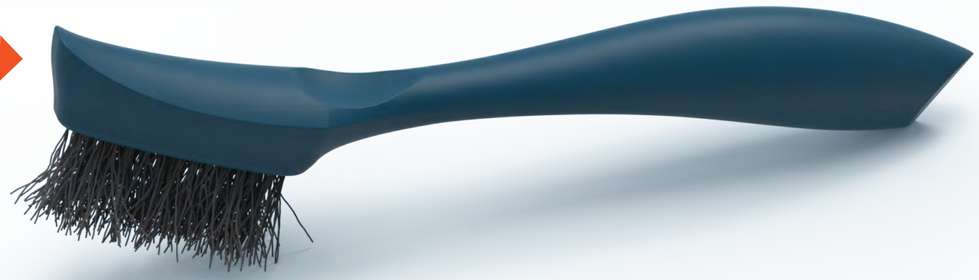
ERGONOMIC HANDLES





INTEGRATED SCRAPERS

OPTIMISED FOR TIGHT CORNERS



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Merchandising





