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Wie wird ein Start-up zur Marke?

#tide
OCEAN MATERIAL

The issue

Our oceans are suffocating with plastic pollution.

Every minute **one truckload of plastic waste ends up in the sea.**

Only 9% of the worldwide plastic is currently **recycled.**

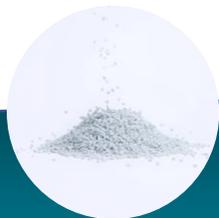
Solutions are **urgently** needed – otherwise **the ocean will contain more plastic than fish by 2050.**



Our solution

Closing the circle by giving **plastic** waste a **second life**.

Together with the IWK OST (University of Applied Sciences, Rapperswil), we from #tide have developed an **award-winning method** to transform plastic litter into a **safe raw material** for **high-quality durable products**.



We're only a supplier. Are we?

#tide is a disruptive **young player** in a saturated market: the plastic industry has not been very interested in changing the habits – similar to the car industry.

Both industries seem to fear changes, although they know that society wants to save fossil resources and protect the climate.

The global plastic market produces 365 million tonnes of virgin material per year. Only a tiny part of it is recycled.

We have come to change this. And to succeed, we must be visible. And loud.



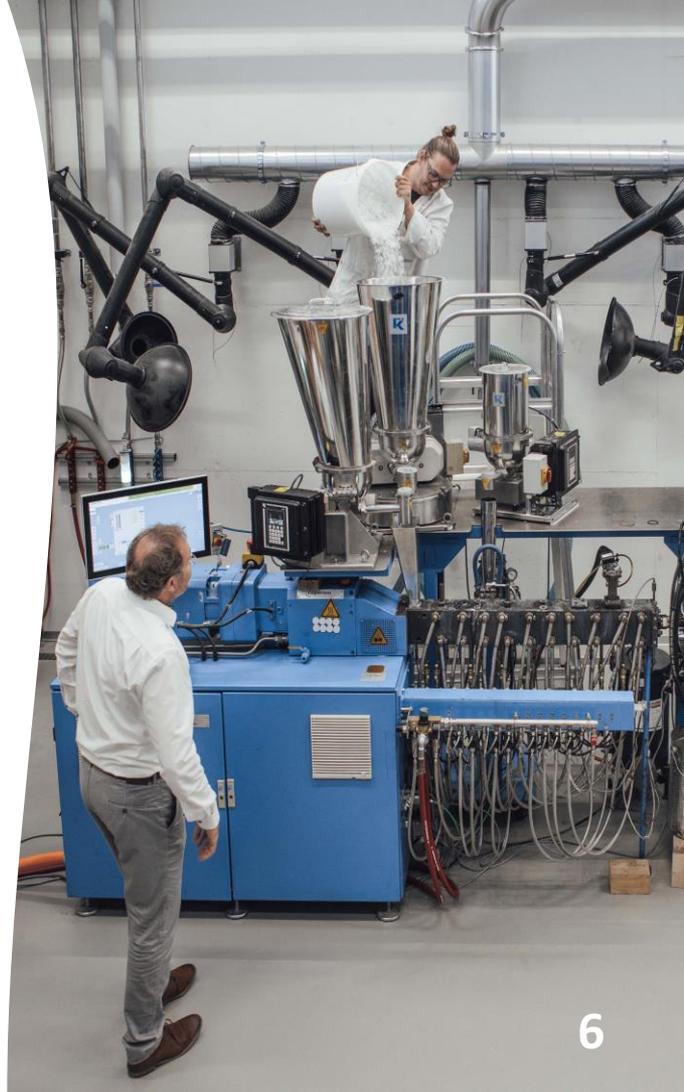
Changing habits

"We don't want to process waste. It's dirty, smelly and it might cause troubles." We heard this prejudice a lot in the beginning. It took some time to find the right partners, who shared vision and courage.

We had to build an international network, a global supply chain, to guarantee efficiency, and ensure the **lowest carbon footprint** possible when it comes to transportation.

We knew from the beginning, that we have to become **more than just an anonymous** material supplier if we want to succeed. We have to become a **brand**. Even more than that: a **label**.

A label that stands for: **Quality, Traceability, Credibility**



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IMPACT

environmental impact

By using #tide ocean material[®] instead of virgin plastic, our partners pay more but they:

- ❖ **protect the ocean and support the innovative circular economy model**
- ❖ **help to save up to 52% of energy**
- ❖ **can reduce their carbon footprint by 80% (#tide ocean material[®] is 5x more eco-friendly than virgin plastic)**



social impact

We **improve the quality of life** of the local communities by:

- ❖ creating jobs in rural and developing countries
- ❖ paying fair wages
- ❖ offering additional income
- ❖ creating waste management systems
- ❖ strongly committing to the UN SDGs

Partners must understand that they will **directly contribute to #tide's social impact.**



marketing impact

- ❖ **authenticity:** #tide is the first only true 100% ocean-bound plastic label
- ❖ **community:** followers are fans. We have a community of 20k on IG and 12k on Linked-in.
- ❖ **credibility:** #tide provides QR codes, logos, pictures / videos /drone footages, PR work etc.
- ❖ **creativity:** brands get support for your storytelling from our marketing team
- ❖ **traceability:** blockchain solution
- ❖ **awareness:** (co-)branded OEM products



Visibility: The power of pictures



Positioning: Becoming the label for «good plastic»



label of trust & quality

As a licensee, brands:

- ❖ and their retailers will be able to **feature #tide's label** and **enhance trust** amongst their **target audience**
- ❖ will be **granted full access to #tide's logo, content and QR codes** (incl. material passports to provide full transparency to the end consumer)
- ❖ will benefit from **#tide's marketing team's assistance** (storytelling, graphic design, and consultancy)



**THE LABEL FOR
RESPONSIBLE
PLASTIC
CONSUMPTION**

Every bottle deserves
a second chance



2 types of customers: volume drivers & brand builders





Case studies

In a three-year timespan, **over 40 companies** have **launched products with #tide ocean material[®]**, ranging from watches to apparel and pieces of furniture.

A large panel of those brands brought **#tide's story and values at the core** of their **marketing strategy**, **each bringing a** different and unique approach.





Win win 1: Luminox

We give brands the label of credibility – they return the favor by mentioning #tide. For example the collab with Bear Grylls and Luminox.





Win win 2: Maurice Lacroix

In March 2022, Maurice Lacroix, the esteemed Swiss watch brand launched **the AIKON #TIDE**.

The AIKON #TIDE watch series comes in 10 different official colors and 4 special editions. The timepiece's **case, crown, bezel, and buckle** are all made with **#tide ocean material**®.

Maurice Lacroix even replaced the classic watch box by a **customized edition of #tide's OceanMug**, itself carefully enveloped in a **#tide custom-made OceanBag**.

AIKON
#tide
OCEAN MATERIAL



Maurice Lacroix: a 360 partnership



Customized campaign

Maurice Lacroix took their willingness to do good for the oceans one step further by joining #tide's *Road to 1 Billion Bottles* program.

The company committed to saving **10 million plastic bottles** from polluting the oceans. Maurice Lacroix also sponsored:

- ❖ Infrastructures
- ❖ Longtail boats
- ❖ Equipment
- ❖ Educational programs



Lessons learned

- ❖ We need brand builders and volume drivers as clients
- ❖ Some clients bring revenue, others publicity – all of them help us to become better known and therefore to grow
- ❖ Visibility is key: From pictures to a SEO website and so on
- ❖ Our product is more expensive than virgin plastic – unless politics are forcing the industry to change
- ❖ Until then we have to find additional ways to be competitive:
 - ❖ By compensating part of our sourcing costs → licensing, donations
 - ❖ By offering excellent tech and marketing support
 - ❖ By emphasizing the impact
 - ❖ By becoming *the label*, not an anonymous supplier

We didn't always know
how to do it –
but always why we do it.





**Vielen Dank &
Merci beaucoup!**

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