

NooTrees

Presented by David Ward



Who we are...

- Created in late 2014.
- A Singapore based sustainable products company.
- Recent bought by the Lam Soon Group Singapore.
- Toilet roll, facial tissues, wipes, baby wipes and baby diapers.
- Currently sold in stores in both Singapore and United States.
- Focused on Bamboo as our key raw material.
- Products made under FSC protocols.



Why I created NooTrees

- 27,000 trees a day are cut down just to make toilet paper
- These trees can take up to thirty years to grow.
- They also require grade A arable land space to grow.
- Deforestation around the world creates more carbon emissions than all the cars in the world combined.
- Most wet wipes contain between 45/65% plastics.
- Baby diapers (plastic based) will remain in landfill for over two hundred years.



Our Focus – Paper Products

- Source material focused on FSC certified bamboo raw material.
- A more long term sustainable resource for the tissue paper industry.
- Bamboo is Naturally hypoallergenic, and better for our skin.
- Delivering a superior final product that requires less water (80% less) in manufacturing and no optical whiteners needed.
- Bamboo grows in eroded and mountain sides, where trees cannot grow anymore. It produces 5 to 6 times the raw material per hectare over the trees favored in the wood pulp industry.



Our Focus – Wet Wipes

- 100% Biodegradable.
- 100% Bamboo, no plastics used.
- Will breakdown naturally within 45-60 days.
- Natural base requires less chemical based elements in the formula.
- Naturally hypoallergenic.
- Plastic wipes are wrecking havoc with water waste systems around the world.
- In a close water system as in Singapore the hidden cost of such a problem could run in millions of dollars.



Our Focus – Baby Diapers

- Created to offer an biodegradable alternative to the mostly plastic based diapers that make up over 20% of global household waste and landfill.
- Traditional diapers will not decompose for over 300 years.
- Made with the world's first bamboo based diaper core.
- More than 90% compostable (in managed composting landfills)
- High performance top sheet and a breathable back sheet.
- Reducing plastics in the product by over 70% (including oxy biodegradable plastics used)



Packaging solutions

- We created a greener product, but what about the packaging that is thrown away...
- Oxy-biodegradable plastics are used in our paper products.
- We need help to create the same type of materials for use in wipes
- For diapers we use a hybrid plastic (corn based – reducing packaging waste by 60%)
- These can be recycled also
- More focus is needed on recycling of materials in the home to better match those of industry here in Singapore.



Future Objectives

- Seek out further improvements in product sourcing, manufacturing processes and post consumer waste management ongoing.
- Improve and enforce our consumer message to assist in the overall national message on a smarter future.
- Create products that can provide consumers with the best possibilities in terms of sustainability and reduced post consumer impact.
- Generate awareness and engagement in the social benefits of recycling, sustainable consumption and considered purchasing.



Any Questions?

