



ecostore

Rise of the
conscious
consumer

About us

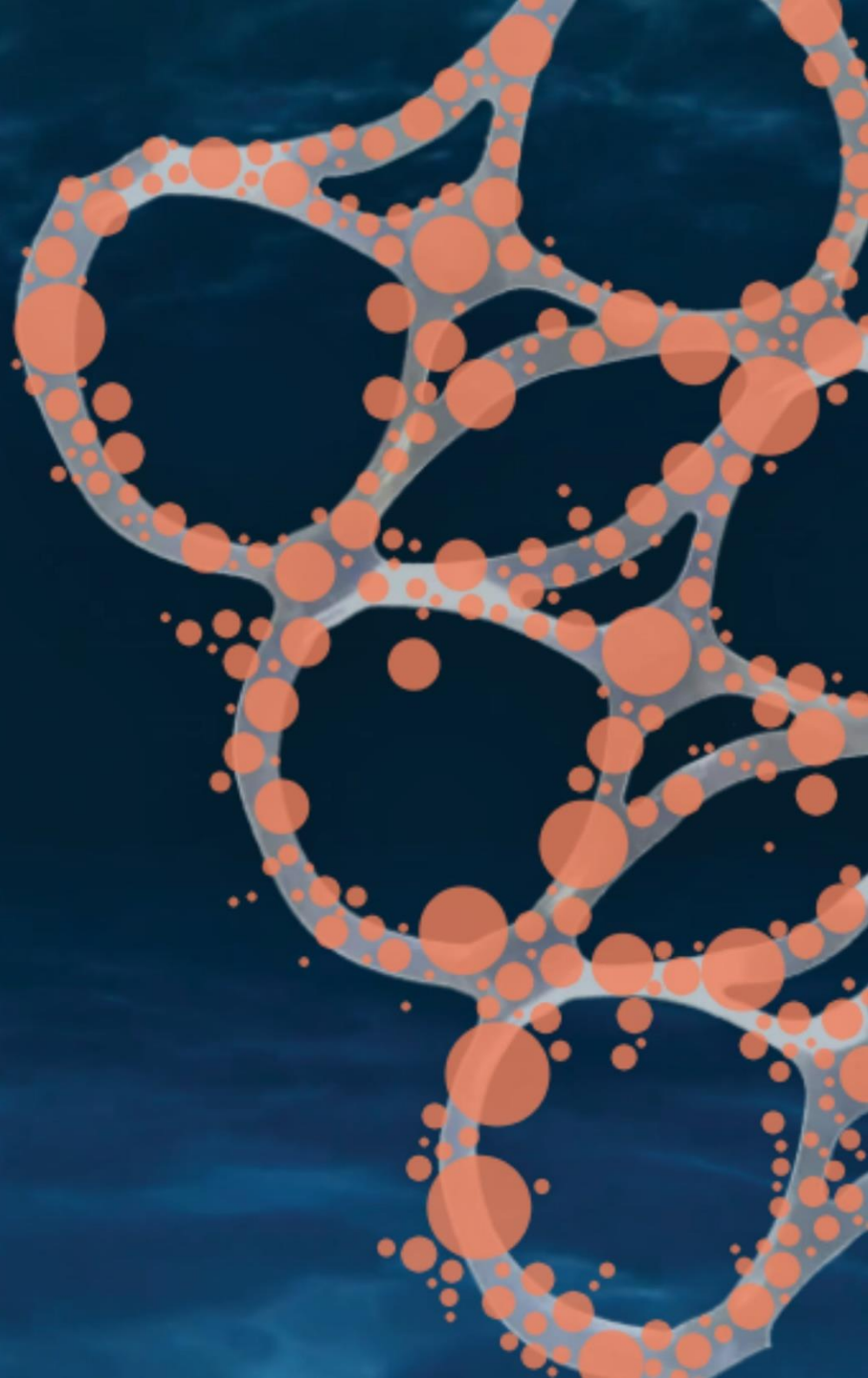


THE PLASTIC WASTE MAKERS INDEX

**Revealing the source
of the single-use
plastics crisis**



In the next five years, global production of virgin single-use plastic polymers from fossil fuels is forecast to increase by over 30 per cent.



NZ is the 15th higher per capita producer of plastic waste around the world!

#	Countries	Single use plastic per person (Kg)
1	Singapore	76
2	Australia	59
3	Oman	56
4	Netherlands	55
5	Belgium	55
6	Israel	55
7	Hong Kong	55
8	Switzerland	53
9	United States	53
10	United Arab Emirates	52
11	Chile	51
12	South Korea	44
13	United Kingdom	44
14	Kuwait	40
15	New Zealand	39

39kg

per person, per year

Urgency required to eliminate plastic waste in NZ



- the average New Zealand household uses 941 plastic containers or bottles a year
- That's 1.76 billion plastic containers disposed of annually
- **39% of which is not recycled.**

Waste remains paramount in the top 10 concerns



Despite a challenging 2020, people are trying to live more sustainably



36%

of Kiwi's are highly committed to leading a sustainable lifestyle.

And are increasingly trying to do their bit

More of us are trying to do the right thing on an everyday basis – **recycling, reusing, reducing, repairing...**

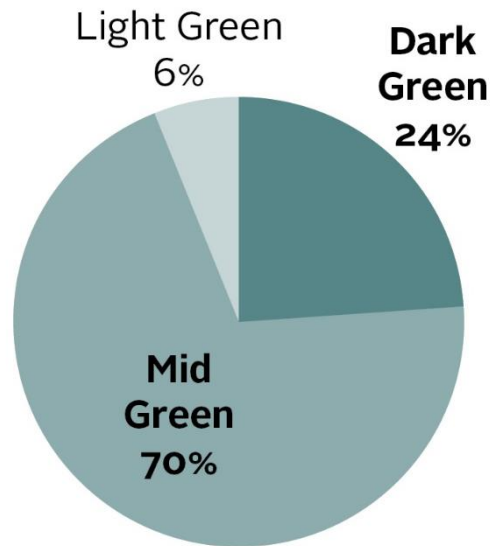
% ALWAYS / MOSTLY DO THIS

● 2019 ● 2020



It's a great and important time to innovate

The market is more green than we think



Yet over 54% can't find them



1 in 3 Kiwi's want eco products



Do good and drive business growth

Address the source



Renewable sugar plastic vs petrochemical plastic

Design out waste



Refill & Reuse



Redesign

Keep materials in use



Create demand for recycled plastic



Plastic Return Programme NZ

Remove the need for plastic bottles



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Find a different way to clean

To reduce plastic & save you money, we really concentrated.

Meet our new family of powerful concentrated cleaners – with 90% less plastic waste and more value. Replacing your existing spray bottles, simply add water, then concentrate, gently rub, and spray away. As effective as our regular cleaners with the same plant and mineral based formulation you know and trust.

Available now at supermarkets, speciality grocery and ecostore.com.

ecostore
+ safer for you

To reduce plastic waste, we all need to concentrate ...

ecostore
+ safer for you

Our Cleaner-Built Concentrates are here to help you reduce your plastic waste and the world's plastic waste. There's also better value, with the same great performance as our 500ml spray cleaners.

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