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Helping Conscious Brands Protect Our Oceans

Our Solutions to Reuse Ocean Plastic Waste



2021



WHO WE ARE

Ogoori is helping conscious brands to achieve sustainability through the use of marine plastic in innovative products.

Ogoori's main goal is to reduce the negative impact of marine plastic litter. We collaborate with beach cleanup operations to recycle and reuse marine plastic.

Companies who aim to make their practices more environmentally and socially responsible can use Ogoori's material to mitigate the exploitation of natural resources and production of more plastic waste.

Your company can become a partner who takes action to clean up our oceans and generate closed-loop products that will impact our society and economy.





AMBITIONS

A Circular Planet for People and
Marine Life

1

Cleanup Impact

Amplify beach
cleanup actions
to reduce
plastic waste in
our coastline.

2

Outreach

Educating and
raising awareness
of the plastic
pollution crisis and
proposing
solutions.

3

Circular Business

Influence brands to
become circular and
to innovate towards
a more sustainable
business model.

**CREATE
CHANGE
AND
IMPACT
you want
to see**



WHY USE OGOORI



Co-Create Solutions

Ogoori designs with you from ideation to project completion for a circular product made of marine plastic.

Traceability

We work with Empower to ensure the origin of our marine plastic material from the beginning to end of product life cycle.

Plastic Waste Mitigation

Ogoori will receive back the plastic used at the end of the product life cycle to avoid it from becoming waste again.

OGOORI MATERIAL

Ogoori constantly works with researchers to guarantee the safety and quality of our material. We test and analyse all the plastic we collect and use, so that our customers can be sure of its origin, composition, toxicology and mechanical properties. The colour of the granulates comes from the predominant material in the waste collected.

Batch 1 - Tested by SINTEF

Our first batch of marine plastic originates from Lofoten island in Norway, and contains the following:

- Mixed Hard Plastics: 100% Polyethylene
- Fishing Nets: 100% Polyethylene
- Recycled Ocean Buoys: 100% ABS Plastic
- Recycled Ropes: 30% Polyethylene and 70% Polypropylene

Batch 2 - Tested by NORCE research

Our second batch is under research by NORCE and Replast. We applied a stricter sorting protocol (SALT) on the waste to improve our quality.

The technical data sheet and a certificate of origin with Ogoori stamp will follow Ogoori materials.



OUR SERVICES



Ocean Plastic Supply

Ogoori provides traceable ocean plastic, with a digital passport using blockchain technology. This is a 100% guarantee of origin.

Green Growth Facilitation

We can help you find the best solution to incorporate circular ocean plastic in your products. We will link you with our network of designers and plastic producers so that we can find the best assistance to develop your products using ocean plastic.

Scientific Communication & Storytelling

We write and promote stories of your good business practices and your circular products towards green growth.

Ogoori also offers opportunities for your team to get involved in cleanup actions.

In addition, we promote knowledge about circular economy, industrial ecology, and ocean plastic.



An underwater photograph showing a diver's head and shoulders in the foreground, looking towards a large, clear piece of plastic that has been discarded in the water. The plastic is crumpled and partially submerged, with sunlight filtering through the water, creating a blue and white color palette. The diver's face is partially visible, and the plastic is the central focus of the image.

**your choice in
using Ogoori
plastic have a
direct influence on
your triple bottom
line.**



THE PROCESS

Phase 1

Consultation

Understanding your interests and helping you to map out your project.

First consultation is free of charge. The following next steps are paid consultation.

Phase 2

Design Sprint (Outsourced)

Co-finding and co-creating the best way to develop your product to be used in the circular business model.

Ogoori can introduce you to designer partners who will follow your product design and development. We will provide you the material for prototyping.

Phase 3

PR & Insights

Our communication team will spread the words of your green initiatives.

We will write articles telling the story of your company and your green action through use of Ogoori's material. Also we will design SoMe posts for Ogoori's channel, and write press releases about your new product.

Phase 4

Plastic Delivery & Returns

Supplying you Ogoori marine plastic material in a rental model.

At the end of your product life cycle, we will receive back the marine plastic material and avoid it becoming astray again.

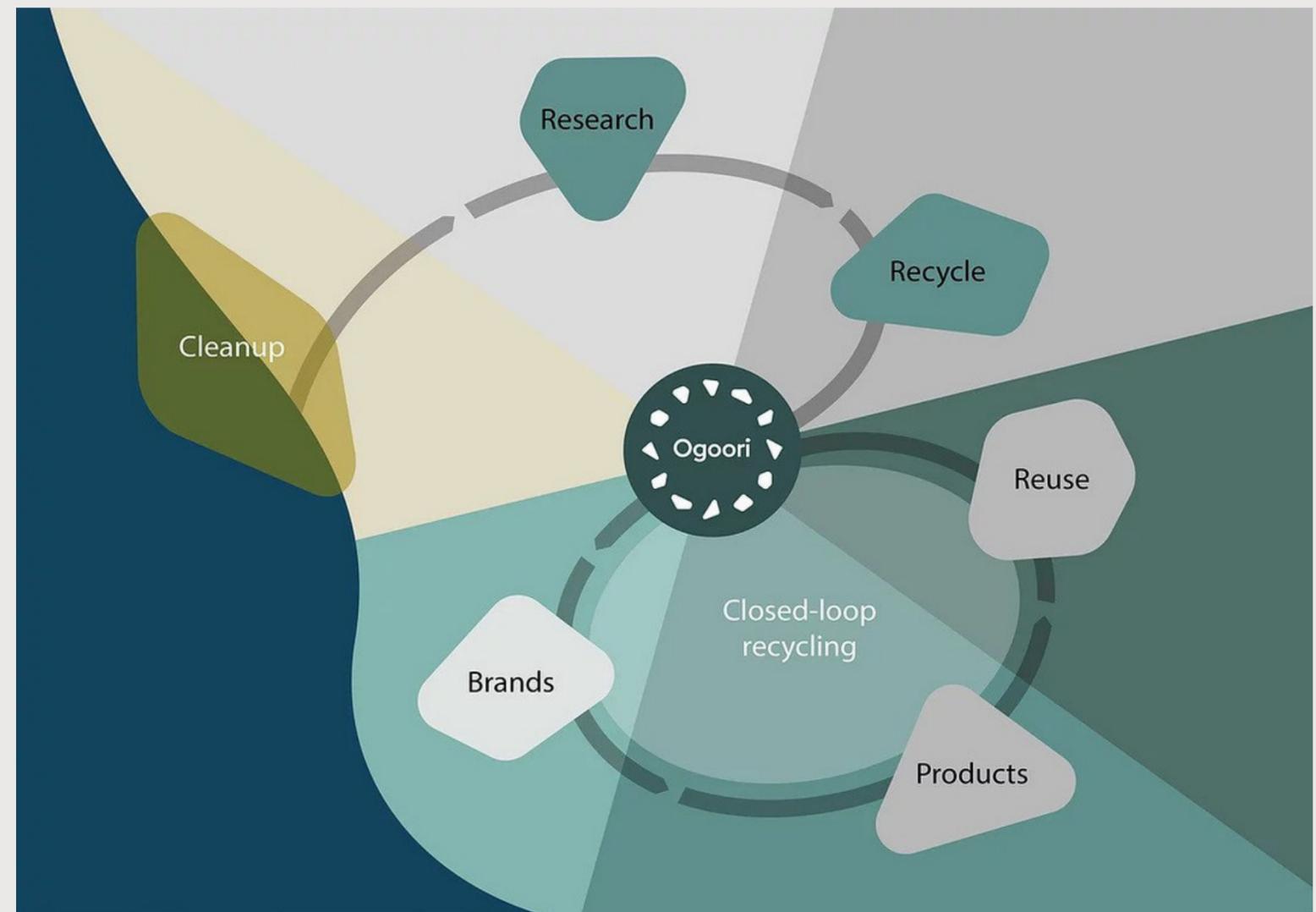
MARINE PLASTIC FOR RENT

Material As A Service

Guaranteeing that our plastic doesn't end up in nature again.

Once the marine plastic is granulated, we offer this on a rental model so that the long term cost will cover more cleanup actions and tracing the material as ownership changes.

At the end of the life cycle, your product will again become raw material for new products. This will avoid waste, incineration and microplastics in our nature.



REFERENCES



Vestre Coast bench

The seating surfaces on Coast is made from Ogoori marine plastic collected by our beach cleanup partners.

Vestre innovated its bench exchanging wood for marine plastic. This is one more step towards a sustainable and circular business model.

Coast is a solid bench, built to endure outdoor use. Available in the market in 2021 in the rental model.

vestre.com





Ope Petrel focus tool

Petrel is a focus tool that is made of Ogoori marine plastic and reclaimed wood. Inspiration for the design comes from seabirds.

This product is offered on a service model for B2B. At the end of the product life cycle, the plastic piece will be returned back to Ogoori.

ope.eco



CONTACT DETAILS

Don't wait, book a meeting
with us.



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