

ENERGISING BRANDS.

ALTERNATIVE MATERIALS SUSTAINABLE SOLUTIONS

001

OUR APPROACH



002

GENERAL INFO



003

ALTERNATIVE SOLUTIONS



004

CASE STUDIES



001—OUR APPROACH

**WE STRIVE FOR A LOW
ENVIRONMENTAL IMPACT.**

001—OUR APPROACH

LET'S WORK TOGETHER WITH NATURE, NOT AGAINST IT.

The demand for a more sustainable way of production can no longer be a matter of choice: It is our duty to address pollution and wasteful practices.



001—OUR APPROACH

**SUSTAINABILITY MATERIALS
ARE ULTIMATELY NATURAL,
NON—DETRIMENTAL TO
ENVIRONMENT OR PERSONAL
HEALTH.**



Durable



Reusable



Recyclable



Natural

001—OUR APPROACH

OUR PRODUCTION FACILITY IS UP FOR THE TASK.

Our production facility realises prototypes, custom-made products and installations internationally. We use high-quality materials and state-of-the-art machinery only, operated by our team of distinctive, dedicated craftsmen.



002—GENERAL INFO

**WE LIVE IN
WASTEFUL TIMES.**

002—GENERAL INFO

Only organic materials rot, others decompose.

In Germany, about 90% of all plastic waste is collected but only 43% of this is actually recycled. More than half of this plastic waste is burnt in German incineration plants.



002—GENERAL INFO

Our waste will outlive us.

ALUMINIUM

± 700 years

NYLON

± 60 years

GLASS

± 4.000 years

SHEET METAL

± 500 years

Polystyrene

More than 6.000 years

PLASTIC

± 1.000 years

002—GENERAL INFO

PVC: One of our biggest problems



003—ALTERNATIVE SOLUTIONS

LET'S MAKE MANUFACTURING BETTER.

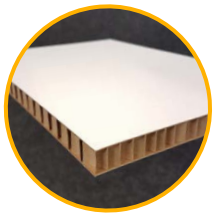
Alternative Materials

Recycling and Upcycling

Packaging and Shipping

003—ALTERNATIVE SOLUTIONS

ALTERNATIVE MATERIALS_01



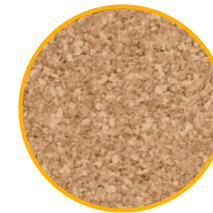
RE-BOARD

- + Smooth surface structure
- + Different thicknesses
- + Easy to print on, colourfast
- + High-load capacity and stability
- Sensitive edges



CORRUGATED CARDBOARD

- + Low-cost
- + Different thicknesses
- Not as long-lasting
- Not waterproof



CORK

- + Excellent environmental performance
- + Peeling of the bark is good for people and the environment
- + Printed or plain
- Heavy material

003—ALTERNATIVE SOLUTIONS

ALTERNATIVE MATERIALS_02



PLEXIGLAS — THE ORIGINAL

- + Long-lasting material
- + Fully recyclable
- + Burns smoke-free, no toxic gas
- Plastic look-a-like
- Turns yellow over time



GREENCAST

- + Long-lasting material
- + Fully recyclable
- Plastic look- a-like
- Turns yellow over time
- Long delivery time

003—ALTERNATIVE SOLUTIONS

ALTERNATIVE MATERIALS_03



PVC FREE FOIL

- + Made out of Polypropylen (synthetic material without plasticizer)
- + Long-lasting and recyclable
- Plastics from polypropylen pollutes the environment, too (does not rot!)



JET UP / DEKOTEX*

- + 100% recycled polyester
- + Waterproof and flame retardant
- + PVC free
- Can only be printed on one side

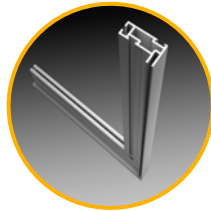
003—ALTERNATIVE SOLUTIONS

ALTERNATIVE MATERIALS_04



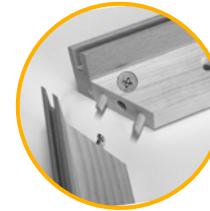
CARPET

- + High quality and long-lasting
- + Sound-damping material
- + Printable
- + Exists in all shapes and forms
- Sustainable only as a long-lasting option



ALUMINIUM FRAME

- + Reusable
- + Flexible in size
- Difficult construction and attachment
- Sustainable only as a long-lasting option



WOODEN FRAME

- + Easy to recycle
- + Reusable
- + Stable and high-quality
- Difficult construction and attachment

003—ALTERNATIVE SOLUTIONS

RECYCLING & UPCYCLING_

EINZIGWARE CARITAS



We can donate materials from campaigns, installations, e.g. fabric graphics, to one of the **25 EINZIGWARE locations**.



Unemployed, disabled or mentally ill people, or refugees could use their creativity and skills in working with the materials.



EINZIGWARE distributes to over 25 job departments of Caritas and other social organisations from all over Germany. New products are sold in an online shop amongst others.

003—ALTERNATIVE SOLUTIONS

RECYCLING & UPCYCLING_

THE NÄWERK



We can donate used materials from old campaigns or installations, e.g. fabric graphics, to **gpe** in Mainz.



Unemployed, disabled or mentally ill people, or refugees could use their creativity and skills in working with the materials.



Very good products are manufactured and sold through Nähwerk. Thework helps people to (re)enter the job market.

003—ALTERNATIVE SOLUTIONS

RECYCLING & UPCYCLING_ RECICLAGE

- Recycling of old fabric graphics into accessories, deco objects, etc.
- Added value for costumers (for sale or as giveaway)
- Production can be done for example in women prisons in Germany
- ! Production costs incur



003—ALTERNATIVE SOLUTIONS PACKAGING

- No plastic
- Alternatives: (corrugated) cardboard, tissue paper, paper adhesive tape, cord, reusable transportboxes
- ! Difference in price (30-50%)



003—ALTERNATIVE SOLUTIONS SHIPPING

→ Transport: economy shipping instead of direct delivery: environmentally friendly and lower-cost.

Longer times need to be considered.

→ Return and storage: only return what will actually be reused. Less logistical and storage effort.



IT'S NOT TOO MUCH IF IT'S
GOOD FOR THE PLANET.

— ask for an offer at hello@pioneers.agency

004— CASE STUDIES

CASE STUDIES IN SUSTAINABLE EXECUTIONS

NIKE

THE NORTH FACE

LEVI'S

NIKE SHOWROOM BERLIN – SUSTAINABLE SHOWROOM CONCEPT & MESSAGING



NIKE SHOWROOM BERLIN – SUSTAINABLE SHOWROOM CONCEPT & MESSAGING



STRUT CARD MADE OUT OF CORRUGATED CARDBOARD



3D LOGO MADE OUT OF CORRUGATED CARDBOARD



RECICLAGE WALLET - TNF THERMOBALL ECO



CARDBOARD GRAPHICS AND 3D LETTERS - LEVIS SHOWROOM OFFENBACH



SHOWROOM OFFENBACH – SUSTAINABLE SHOWROOM CONCEPT & MESSAGING



LEVI'S BERLIN FLAGSHIP STORE – REUSE & UPCYCLING OF CAMPAIGN TOOLS



THE NORTH FACE TRADESHOW - UPCYCLING EXPERIENCE



PIONEERS.AGENCY

THANK YOU!