

plaine
 products





50% OF THE WORLDS PLASTIC
GOES INTO ITEMS ONLY USED ONCE

DITCH PLASTIC'S BIG 4!

COFFEE
CUPS



STRAWS



BOTTLES



BAGS





Refill • Reuse • Rejoice
BODY LOTION
Citrus
Lavender
plaine
products

Refill • Reuse • Rejoice
CONDITIONER
Scented
plaine
products

FACE
MOISTURIZER
plaine
products

FACE
MOISTURIZER
plaine
products

Refill • Reuse • Rejoice
BODY WASH
Rosemary
Hot
Vanilla
plaine
products

Refill • Reuse • Rejoice
**DEEP
CONDITIONER**
plaine
products

Refill • Reuse • Rejoice
SHAMPOO
Citrus
Lavender
plaine
products

Refill • Reuse • Rejoice
BODY WASH
Scented
plaine
products

Refill • Reuse • Rejoice
**HAND
SANITIZER**
Peppermint
plaine
products

FACE
MOISTURIZER
plaine
products

FACE
MOISTURIZER
plaine
products

Refill • Reuse • Rejoice
CONDITIONER
Rosemary
Hot
Vanilla
plaine
products

Refill • Reuse • Rejoice
BODY LOTION
Rosemary
Hot
Vanilla
plaine
products



Circularity with Plaine Products







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Refill * Reuse * Rejoice
www.PlaineProducts.com

11.2
Barcode
11/11/2019

11.2
11/11/2019

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PRIME
1Y
0004

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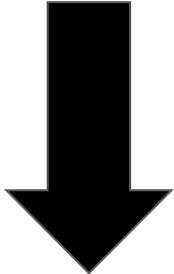
PRIORITY
1Y

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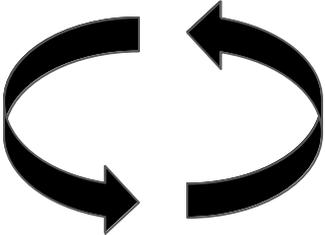
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Four ways to buy



Single purchase



Subscription



Bulk Refill



Retail Partner



We originally tried
body wash, but
just make bar soap
Thanks for this on
service.
-Kari, Aust

all of you are
to both you
this great product!
to a smooth subscription? I'm sure
I can do it online if that's easier
for you (I wanted an excuse to write
you a note)
If you haven't seen it - check out
the video of Theo on his new bikes!
Proud day for the McPhannans.

♥ Abby

Dear Plaine Products,
thank you all so much for
the lovely company you run.
Creating as little plastic as possible
is super important to me and I
love how easy your company makes
that! This conditioner has saved
my hair! I will definitely
continue buying and supporting
Plaine Products! ♡

You're such a blessing!
(I made this card)

Much Love
Susannah!

(@evolvevegetarian)

This stuff
AMAZING
you!
♥ Koh

Monday 2/11,
I love your product
and concept. Don't be
afraid to send dented
bottles! We love them
either way. Oh and
my hair loves your
product too!

Bonnie Monte
Plaine Ocean Pro

Jennifer Moriarty

Empty
Bottles
from
Jun.

Thanks
♥ Ali ♥
♡

MY CONSCIOUS
MY CHOICE

You guys are the best!
Thank you for doing what
you do and offering such
plastic free options with
great prices! Love you guys!
♥

♥ Plaine

Your company
changing the
world - thank
you!
♥

As a responsible
supplies vendor, check
out EcoEnclose!
www.ecoenclose.com

DEAR PLAINE TEAM-



THANK YOU SO MUCH
FOR PROVIDING THIS
SERVICE.
WE ARE AWESOME
♥ Ann

Hi Ali!

Just wanted to
say how much
I love the
plaine products!

To: Ali

From: Christy Kester

plaine



products

Refill * Reuse * Rejoice

www.PlaineProducts.com

The four reuse models

Business-to-consumer reuse models differ in terms of packaging 'ownership' and the requirement for the user to leave home to refill/return the packaging.



Refill at home

users refill their reusable container at home (e.g. with refills delivered through a subscription service)



Return from home

packaging is picked up from home by a pick-up service (e.g. by a logistics company)



Refill on the go

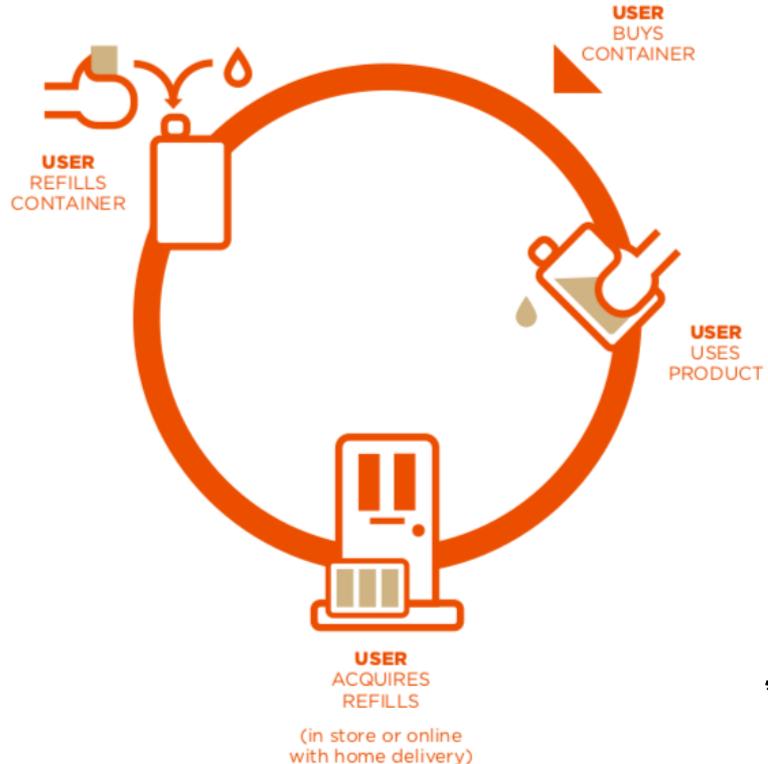
users refill their reusable container away from home (e.g. at an in-store dispensing system)



Return on the go

users return the packaging at a store or drop-off point (e.g. in a deposit return machine or mailbox)

Refill at home



POTENTIAL CHALLENGES

- Attracting customers to the smaller or less impressive refill packs when placed next to normal full-sized products on shelves.
- Communicating to users the benefit of buying e.g. 6 in 1 in concentrate format.
- Ensuring that refills come in packaging that is either reusable, recyclable or compostable.

*From Reuse, Rethinking Packaging by Ellen

McArthur Foundation and New Plastic Economy

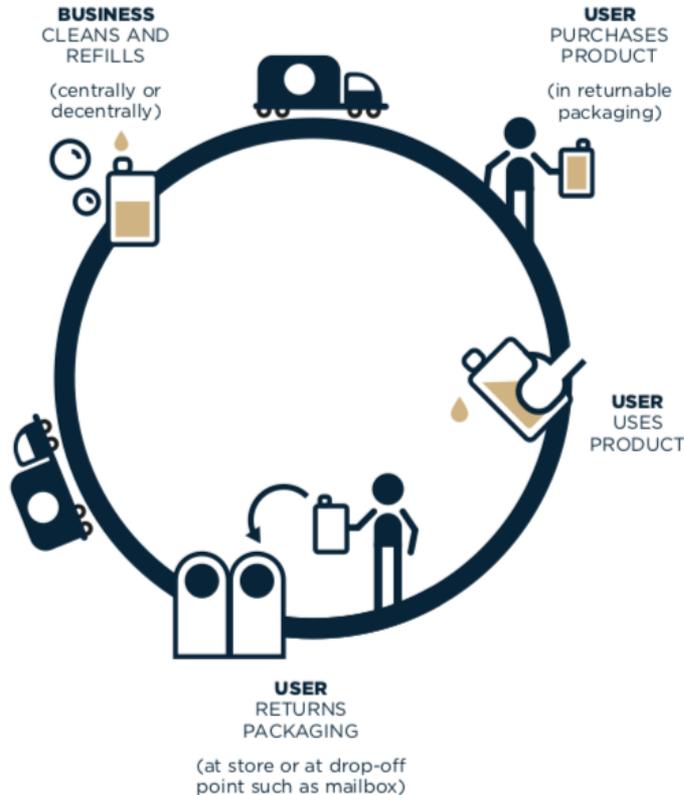
Refill on the go



POTENTIAL CHALLENGES

- Motivating users to carry and clean their own containers.
- Ensuring that the dispensing system is easy, safe, and mess-free to use, and that it lives up to the expected brand experience.
- Ensuring brand protection, e.g. that branded dispensers are filled with the right products.
- Building up the required distribution network, including integrating dispensing systems at retailers.
- Complying with product safety standards, policies, and regulations specific to bulk sales.

Return on the go



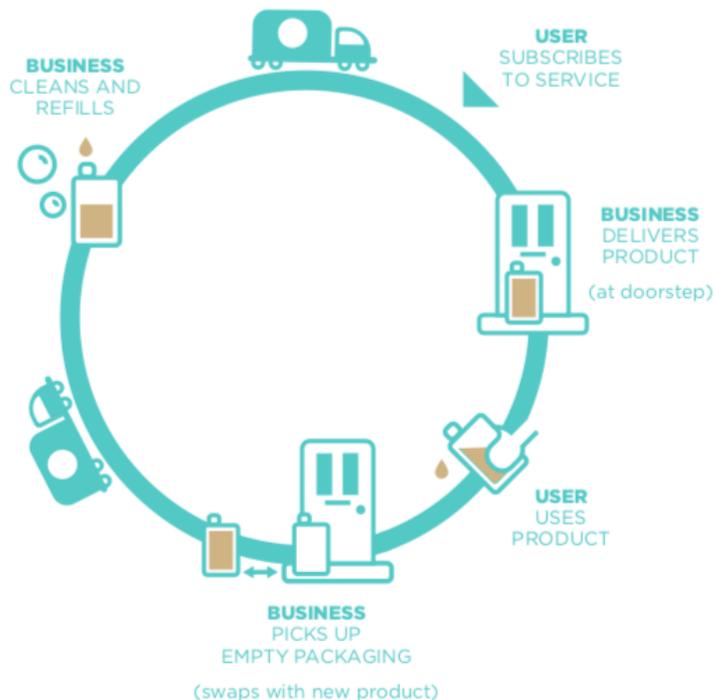
POTENTIAL CHALLENGES

- Developing the right deposit and reward scheme. The scheme needs to incentivise the return of packaging without scaring customers away with a very high initial deposit.
- Ensuring ease of return for users - e.g. by increasing number and density of drop-off points
- Establishing a take-back infrastructure and storage of empties, e.g. retailers need to buy into this from the outset.
- Establishing a local reverse logistics, cleaning, and refilling infrastructure to ensure economic and environmental feasibility.
- Developing a system to keep track of deposits and handle payouts.

*From Reuse, Rethinking Packaging by Ellen

McArthur Foundation and New Plastic Economy

Return from home



POTENTIAL CHALLENGES

- Establishing a local reverse logistics, cleaning, and refilling infrastructure to ensure economic and environmental feasibility.
- Developing the right deposit and reward scheme. The scheme needs to incentivise the return of packaging without scaring customers away with a very high initial deposit.
- Developing a system to keep track of deposits and handle payouts.
- Reducing the risk of theft of high-value packaging when sitting on the doorstep upon delivery or return.
- Scaling quickly to maintain affordable prices for customers.

***From Reuse, Rethinking Packaging by Ellen**

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