

We Depend On It

THE OCEAN



**OCEAN PLASTIC
BY PLASHAUS**

In collaboration with
KIAN FURNITURE



NO OCEANS, NO AIR, NO LIFE

The Ocean = Life.

Without it, we simply cannot live.

It is our source of food.

It produces more than half of the oxygen we breathe.

It removes carbon.

It traps extra heat caused by greenhouse gas emissions.

It regulates our climate and weather patterns.

In the recent years, the ocean has become our dumping ground. If we do not protect it, we will not survive.

We must defend the deep.

We Are The Polluter

THE CAUSE



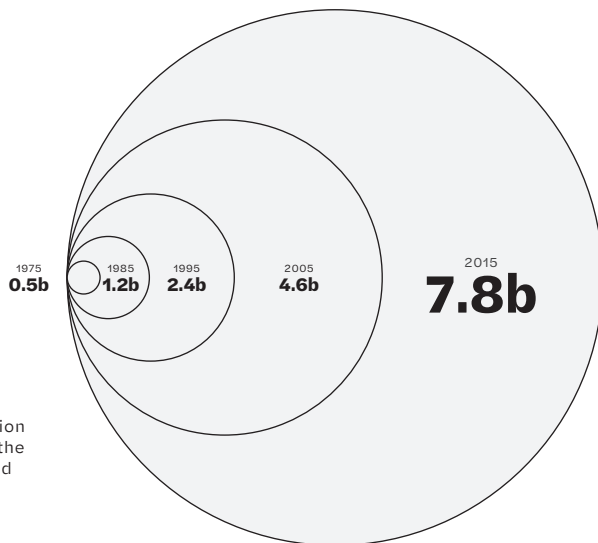
There is no 'away' – the ocean is Earth's last sink.

Plastic pollution is a problem deep-rooted in our day and age due to our culture of convenience. An estimated 8 million metric tonnes of plastic ends up in our oceans every year.

HOW MUCH PLASTIC IS PRODUCED?¹

7.8 BILLION

tonnes of global cumulative plastic production by 2015. Over a tonne for every person alive today.



381 MILLION

tonnes of annual global plastic production in 2015. Equivalent to the mass of $\frac{2}{3}$ of the world population.

Most of the plastic trash in our oceans flows from the land. Plastic enters our ocean in many forms; from waterfront communities to marine debris originating from plastic manufacturing companies during the manufacturing and transport stages. Once at sea, sunlight, wind, and wave action break down plastic waste into smaller particles called microplastics, which are ingested by marine animals who mistake these fragments for food. And ultimately, putting our health at risk. Plastic threatens the biodiversity of whole ecosystems, from the top to the bottom of the food chain.

¹ Geyer, R., Jambeck, J. R., & Law, K. L. (2017). Production, use, and fate of all plastics ever made. *Science Advances*, 3(7), e1700782.

² Statistics retrieved from <https://www.parley.tv/updates/2019/7/22/the-problem-with-plastic>

³ Statistics retrieved from <https://www.nationalgeographic.com/news/2017/07/plastic-produced-recycling-waste-ocean-trash-debris-environment/>

A WHOPPING 91% OF PLASTIC IS NOT RECYCLED³



While plastic has revolutionised countless industries, the convenience plastic offers has also led to a throw-away culture that reveals a deeply insidious problem. Today, single-use plastics account for 40 percent of the plastic produced each year.

There is simply too much plastic being produced and too little of it being recycled. A whopping 91% of plastic is not recycled.³ The durability and flexibility of plastic is what makes it so useful, but it is also what makes it indestructible and deadly to the environment.



As we make a turn for a new decade, we need to shift towards a future where our planet is thriving and not struggling for survival.

While sustainability is on the edge of everyone's lips, we have to stop talking and start doing.

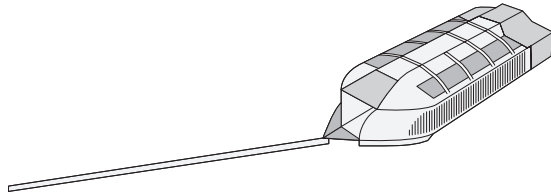
We have mapped out three key pillars of action: 'ABC' — a definitively strategic approach which any of us in any part of society can follow through — *Agile Activism, Business Breakthroughs* and *Create Change*.

A

AGILE ACTIVISM

Let's be honest, the stats are alarming. The United Nations estimates that by 2050, there will be more plastic than fish by weight in the ocean.

On the global front, eco-initiatives such as beach and ocean clean ups have been underway. Coupled with technological and engineering advancements, these efforts have been accelerated; take for example the Interceptor™ (below): an autonomous vessel designed to extract plastic from rivers, preventing them from entering oceans.



Another form of inspiring activism is Plastic Bank, an organisation with the mission of reducing plastic waste while alleviating poverty in developing countries. Collected plastic waste is traded in at designated recycling collection centers for goods or Blockchain secured digital tokens. Since it's founding in 2013, Plastic Bank has recovered and recycled over 6.25 million kg (13,000,000 lbs) of ocean plastic and improved the lives of over 4200 families living in poverty.¹

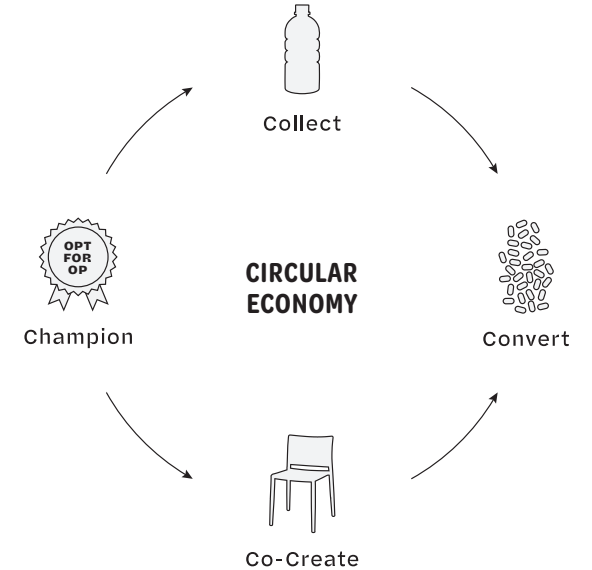
Individually, we can do our part too. By paying close attention to these initiatives and being proactive in reducing plastic waste whenever possible.

¹ Retrieved from [www.https://plasticbank.com/](https://plasticbank.com/)

B

BUSINESS BREAKTHROUGHS

It is important that we find ways to sync the economic system with the ecosystem of nature. Companies like Heng Hiap Industries (HHI) and KIAN understand this balance. An innovative plastic recycling company based in Malaysia, HHI created Plashaus — an ocean plastic brand (OP). They do not accept the notion that plastic is evil, instead, they believe that it is a renewable resource.



KIAN is an Intelligent Furniture Solutions Provider catering to commercial and residential sectors. With an increasing global presence, they understand the need to fulfil the 12th Goal of UN's 2030 Sustainable Development Goals: Responsible Consumption and Production.

With this goal in mind, they collaborated with Plashaus to co-create some of their products, namely the Louvre and 120 Chair. Both parties worked closely with each other for months, prototyping multiple iterations to perfect the suitable material pellet formula which was then used to fabricate strong and sturdy chairs fit for commercial use.

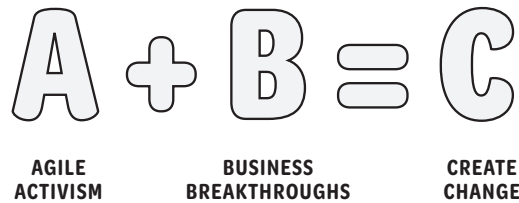
C

**CREATE
CHANGE**

“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.” – Jane Goodall

Each and every one of us has the power to make a change, big or small. But for lasting and effective change to happen, we need to make the move from ‘acting now’ to ‘acting continuously’.

We need to perpetuate a culture whereby we inspire everyone to be champions of change and continue to fight the cause even if the statistics begin to improve.



If you are a consumer, connect with brands you use and be aware of what alternative solutions they are taking to minimise plastic waste.

If you are a business owner, opt for renewable resources in your production and operational lines.

OPT FOR OP.

There is still hope when there is an alternative and we have the option to choose.

We Are Not Alone

THE X FACTOR

Collaborations are key to bring about lasting change. Working in silos will only create a single profile of change, but together, we will be able to cast a net so far and wide, creating a ripple effect that will inspire others to do the same.



WHY YOU SHOULD OPT FOR OP

WHAT IS OCEAN PLASTIC (OP)?

Ocean plastic (OP) is a generic term that describes all plastic waste that has ended up in the ocean. It is also commonly used to describe plastic waste that is found within 20km of the coastline (ocean-bound) as these plastics are more than likely to end up in the ocean.

WHAT IS THE DIFFERENCE BETWEEN OCEAN PLASTIC (OP) AND VIRGIN PLASTIC (VP)?

OP is used plastic while VP is derived from fossil fuels. Crude oil and natural gas are primary sources as they provide a cheap alternative to plastic made from plants.

WHY IS OP BETTER THAN VP?

Using OP is better for the environment because it prevents marine plastic pollution.

WHY CHOOSE OP?

By opting for OP, you are preventing plastic waste from ending up in the ocean, reducing marine plastic pollution and safeguarding sea life.

HOW IS OP COLLECTED?

OP is collected from areas within 20km of the shoreline by waste collectors before passing it on to Plashaus to recycle.

IS IT STRONGER OR WEAKER THAN VP?

Through our breakthrough technology, we are able to customise OP into various products for numerous applications, such as the Louvre and 120 chair, which is made from 100% OP. It is exactly as strong or as weak as the application needs it to be.

HOW DO WE KNOW IF IT IS MADE OF OP?

Look out for the 'Made from Ocean Plastic' label! Producers of plastic products are becoming more and more sustainable and ethical about their practices. You will see more brands labelling their products with their source material, just as food manufacturers have been labelling their products 'Organic' or 'Locally Sourced' for a while now.

IS THERE AN INTERNATIONAL STANDARD FOR OP?

While the international community has yet to agree on a set of standards for OP, we recognise the urgent need to combat the fast-growing threat of marine plastic pollution.

HOW SAFE AND RELIABLE IS OP?

Products made from OP have to comply with the same set of safety and reliability standards as other plastic products made from VP.

CAN OP BE RECYCLED?

Generally, yes. Most plastics can be recycled up to seven times before the structural integrity of the plastic becomes too fragile. That's quite a number of times!

WHAT PERCENTAGE OF OP IS IN THE LOUVRE AND 120 CHAIR?

The Louvre and 120 Chair (plastic component) made by KIAN are made from 100% OP from Plashaus.

IS THE PRODUCTION OF OP ETHICAL?

Heng Hiap Industries (HHI) and its Ocean Plastic brand, Plashaus adhere strictly to the labour, health and safety, universal rights, business ethics and environmental protection standards outlined by the SMETA Best Practice Guide (Version 6.1, May 2019), of which standards meet, and in many cases, exceed the Malaysian regulatory requirements.

WHERE CAN I PURCHASE OP?

You can support the cause by purchasing products made from OP, such as the Louvre and 120 chair. Plastic product manufacturers will increasingly use OP in their products so look out for labels that say 'Made from OP' or 'Made from Ocean Plastic.'





BUSINESS OWNERS AND OPERATORS HAVE A CRUCIAL ROLE TO PLAY IN CHAMPIONING SUSTAINABLE ALTERNATIVES



LET'S STEP UP

Sustainability is not a trend or concept but an imperative commitment to combat marine plastic pollution. We live in a world where convenience and economic growth trumps the costs to the environment and our communities.

As business owners, we have a crucial role to play in creating a truly circular economy. We need to look beyond short-term value and build partnerships that thrive on sustainability, not convenience. People want to work for, buy from, and invest in businesses they believe in. By championing sustainable alternatives like OP, we create a ripple effect, that will inspire not only other businesses but also consumers to do the same.

Let's step up and OPT FOR OP.

MADE FROM 100% OCEAN PLASTIC

“Industrial pollution and the discarding of plastic waste must be tackled for the sake of all life in the ocean.”
— David Attenborough

Louvre Chair



THE PLASHAUS CIRCULAR ECONOMY

1



COLLECT

We collect Ocean Plastic (OP) through our extensive network.

2



CONVERT

We convert OP into consistently high quality raw materials for manufacturing.

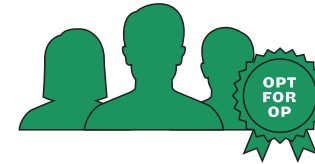
3



CO-CREATE

We collaborate with plastic manufacturers to create new products.

4



CHAMPION

By championing the use of OP, you can bridge the gap and complete the Plashaus circular economy.

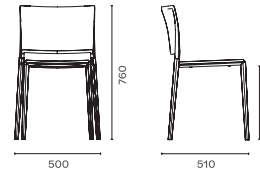
Plashaus and KIAN have already fulfilled 3Cs, making it real simple for you — all you have to do is OPT FOR OP and encourage others to do so.

Plastic is not evil, it is a form of renewable resource. Using thermal, chemical or mechanical methods, ocean plastic can be transformed into various viable products. *Did you know that plastic can be recycled up to 7 times?*

120 CHAIR

DESIGN BY
KIAN

DIMENSIONS (MM)
W500 x D510 x H760 x SH455



COLOURS

- Scarlet
- White Sand
- Onyx

SPECIAL FEATURE
Stackable



Polypropylene and mild steel combine to present modern sophistication, pure lines and a sturdy, stackable chair in ultrafresh colours. The 120 chair is inspired by a triangle's inherent strength. Look for the chair's unique feature of three 120° angles, adjacent to each other, forming the joint between the front leg and the chair seat.

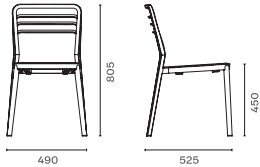
The plastic component is made from 100% Ocean Plastic (OP).

120 CHAIR PATENT
201430432131.8

LOUVRE CHAIR

DESIGN BY
Danny Fang

DIMENSIONS (MM)
W490 x D525 x H805 x SH450



COLOURS

- Scarlet
- White Sand
- Onyx

SPECIAL FEATURE
Stackable

AWARDS
Design for Asia Award 2013
Malaysia Good Design Mark 2013



LOUVRE CHAIR PATENT
201230269983.0



Inspired by the American Midwest style and Shaker craftsmanship, the stackable Louvre chair is a lightweight chair with an open backrest. It reinterprets the design of traditional wooden chairs and utilises the quality of modern plastic injection moulding technology. It is a no-nonsense design that is enjoyable and familiar to the user, and at the same time, modern and fun. The Louvre Chair is stackable and can be used indoors and outdoors.

Made from 100% Ocean Plastic (OP).

TRACEABILITY PROGRAMME

In creating Plashaus Ocean Plastic (OP), Heng Hiap Industries put in place a traceability programme which essentially allows users of the Plashaus OP to trace the source of the plastic. This programme allows any third party to verify that Plashaus OP is recycled from waste plastic that is found in the vicinity of marine and riverine environments. It is important that consumers have the confidence that Plashaus OP is not made from virgin plastic; and that Plashaus OP is reducing the amount of plastic waste entering the oceans.



OPT FOR OP

We Must Protect

By being innovative, ethical and responsible, businesses can save our oceans and be profitable at the same time. Sustainability can be easy.

**EVERY
PIECE OF
PLASTIC
YOU
RECYCLE,
IS A PIECE
OF OCEAN
YOU SAVE**



Established in 2002, Heng Hiap Industries (HHI) has created a fully integrated plastic recycling system that gives plastic waste new life in ways that reduce the use of virgin plastic and raise awareness about plastic pollution. They have rolled out a total of eight breakthrough technologies to date.

HHI believes that plastic is a resource, not a problem. With their breakthrough technologies, they are able to convert plastic scrap into Smart Plastics, which can be utilised for a range of applications, including Automotive, Home Appliances, and Construction among others. Plashaus is the brand name of HHI's Ocean Plastic (OP).

www.henghiap.com

KIAN is an Intelligent Furniture Solutions Provider catering to the commercial and residential sectors since 1983. Their ability to understand and fulfil the business needs of their customers is continuously establishing them as the market leader across more than 100 countries worldwide.

KIAN has a global presence, with their showrooms and offices situated around the world to be closer to their customers. Along with their manufacturing capabilities in China, Malaysia, Vietnam, India and Indonesia, they are able to cater to demands in the most cost-efficient manner, and with the highest quality standards.

www.kian.com

PLEASE RECYCLE THIS BROCHURE

Image Credit:

Third page

Image: Albatross at Midway Atoll Refuge

Photographed by Chris Jordan

(via U.S. Fish and Wildlife Service Headquarters)

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henghiap.com