



Exploring Opportunities

Profit + Sustainability

October 8th, 2014



SUSTAIN is a new brand being incubated at PMI
PMI is a global leader in the manufacture, marketing, and design of innovative food and beverage solutions for busy lifestyles.

RESPONSIBLE INNOVATION

GLOBAL FOOTPRINT + REACH

VERTICALLY INTEGRATED



PMI's guiding principles are sustainability, community, teamwork, accountability, and integrity.

PMI has over 200 employees and offices in the US, Europe, and Asia, as well as distribution centers serving the countries in green above.

PMI is a 50-50% joint owner of the primary manufacturing facility for Aladdin and SUSTAIN products. This relationship allows us close control over factory conditions and priorities.

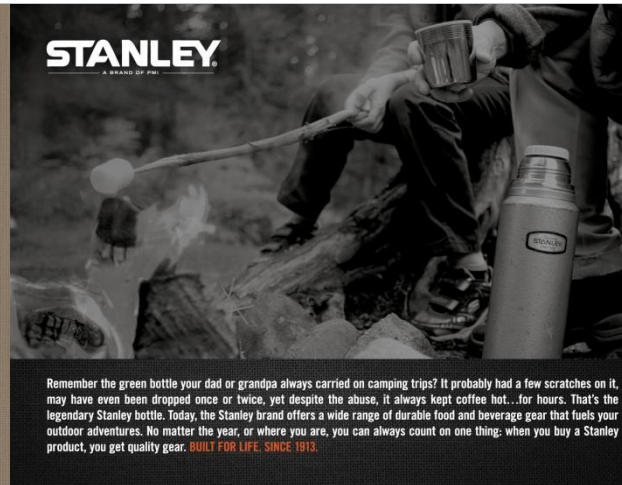
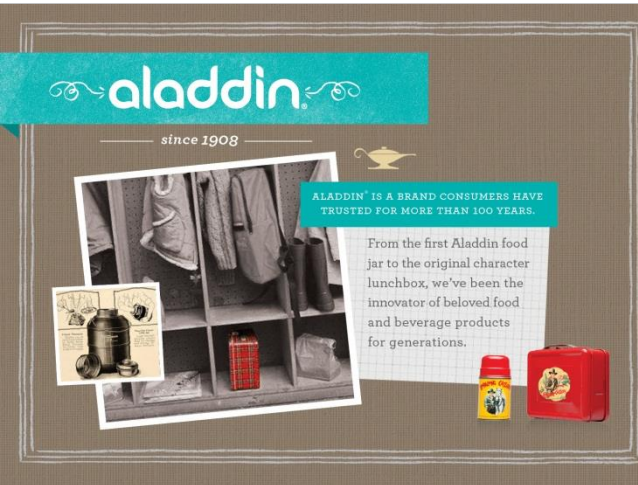


SUSTAIN is in good company among major brands
PMI's most recognizable brands, Stanley and Aladdin, are both time-proven brands over 100 years old.

ALADDIN

STANLEY

MIGO



From character lunch boxes to stylish mugs to morning coffee totes, Aladdin is committed to creating unique food and beverage solutions that fit consumers' lifestyles.

Since 1913 we've promised to provide rugged, capable gear for food and drink that is built to last a lifetime. It's a promise we still keep. Stanley. Built for Life.

MiGo is a newer brand serving the Chinese market. MiGo strives to provide safe, healthy, and high-perceived value products to families for their daily life needs.



Together we can create
a cleaner world.



Americans love coffee.
We drink almost **100 billion cups** of it every year.

Many of us buy our coffee in **single-use**, non-recyclable to-go cups.



16 billion paper cups are discarded in US landfills **every year**.

Waste Happens On School Campuses



Introducing **SUSTAIN**®

A **high-quality, reusable** cup, branded with **your logo!**

Look and feel of a paper cup (Similar or better performance)

Reusable (Used 100's of times. Dishwasher & Microwave safe.)

Recyclable (Made from 100% recyclable material, unlike paper cups)

Less environmental impact (Much lower carbon footprint)

Part of a much bigger picture (Collected at end-of-life, reformed into new cups)



sustain® is a new product at a **never-before-seen price point**

Today, the alternatives for consumers and coffee shops alike range from disposable cups (free to the consumer, at a cost to the shop), to reusables, usually starting at \$6-7 on the low-end, but easily moving up to \$20 for thermally insulated steel bottles.



free - \$.25



\$6 - \$7



\$20+

Disposable

Reusable

sustain[®] is aligned with



“... world’s pressing sustainability, energy and environmental needs today and tomorrow. We call this “actionable research” — with the emphasis on finding real-world answers to these problems.”

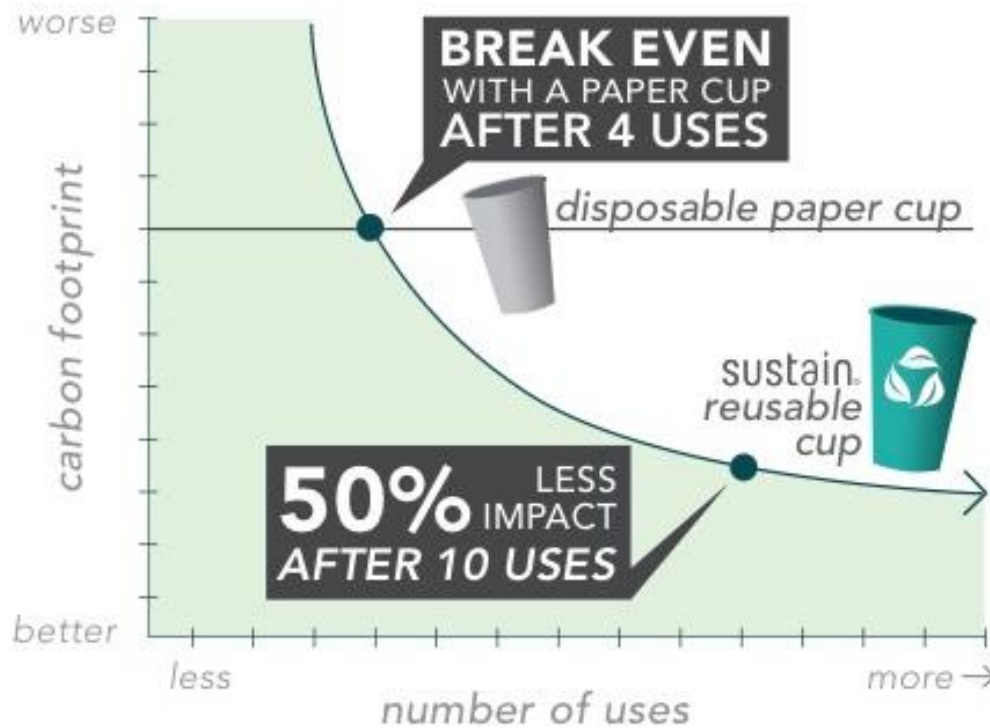
“The Institute mission has three interdependent directives: ... (3) To develop and implement strategies for a sustainable environment.”

“...seeks to become a model for not only the State of Illinois, but to become a leader in these efforts nationally and globally.”

SUSTAIN® is **better than paper cups**, from an environmental standpoint

If used more than 4 times, SUSTAIN cups have a lower carbon footprint than 4 paper cups.

At only 10 uses, a SUSTAIN cup has 50% less net environmental impact than 10 paper cups.



The more you use SUSTAIN cups, the better it is for the environment.

Single-use is the enemy; we want to change consumer behavior, getting them into the good habit of bringing in their own cups.

Data from a LifeCycle Assessment (LCA) study performed by a reputable 3rd party.

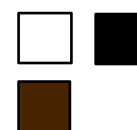
Sustain® is *your* cup. Available in any of the colors and sizes below, we **custom print your graphics** on *your* cup, and include it in the price.



Body Colors



Lid Colors



We print **up to 4-color** artwork from your vector-based art file (.AI or .PDF)

Order Qty	Price
600	\$1, includes up to 4-color printing
20,000	\$0.90, includes up to 4-color printing
210,000	\$0.625 with 1-color print, +\$0.04 add'l color
1,000,000	\$0.50 with 1-color print, +\$0.04 add'l color
5,000,000	Same as 1m, but in any shape, any color

16oz & 24oz cold cups available in 2015

Why it matters – Benefits for your brand



MAKE MORE MONEY

Earn rather than losing 10-20 cents on each disposable cup given away



ADVERTISE YOUR BRAND

Encourage impressions of your brand by promoting *sustain.cups* and providing a discount on use



EARN MORE LOYALTY

Branded cups are 2-3 times more likely to be used in your coffee shop than a competitors'



EFFORTLESSLY REFRESH

Our turn-key solution includes POS displays, collection bins and seasonal promos



DECREASE INVENTORY

Use less space with
No need for cabinets full of single-use paper cups



LOWER WASTE COSTS

Avoid waste removal charges when less trash is generated and left on-site

Big Picture – Our Path to Closed Loop

Phase I

PROVIDE AN ALTERNATIVE

Reusable, not disposable.
Focus on decreasing barriers to consumer adoption.



REUSE

Rethink your Routine.
Paper cups are wasteful.

Phase II

ENCOURAGE PARTICIPATION

Recyclable at end of life.
Focus on the consumer's role in reclaiming used cups.



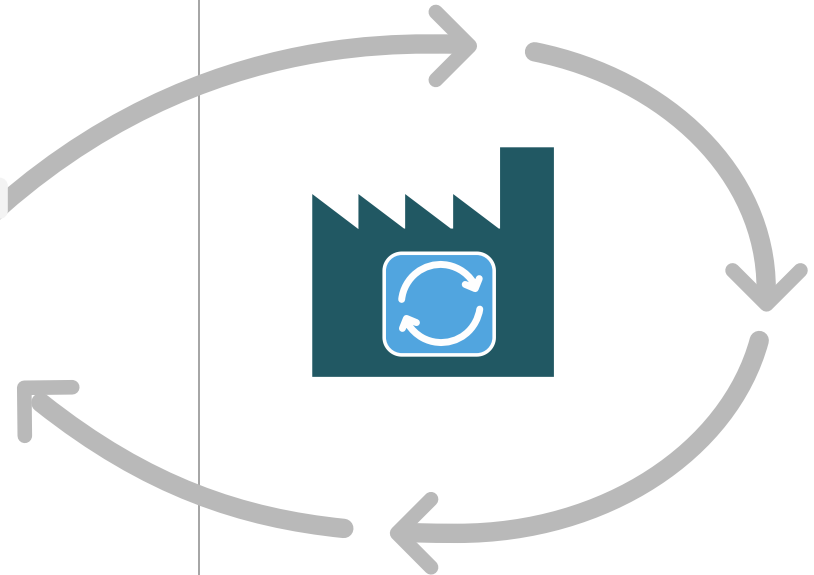
RECYCLE

Recognize your Role.
We don't believe in waste.

Phase III

CLOSE THE LOOP

Reduce systemic waste.
Focus on solutions with managed material flows.



REPEAT

Replenish Responsibly.
Our resources are valuable.

Why bother?



Earth is worth saving.



Forbes®

“How Starbucks will make millions off it's New, Reusable Cup “

January 17, 2013

“Recent introduction of a reusable cup has already gleaned the company a grande dose of **positive publicity** and **brisk sales**”

“A number of opportunities to grow sales: sell cups, save on supplies and hauling, free **advertising**, **repeat business**”

Omnibus Research Poll for YouGov:

- ✓ 2% had already bought one of the cups
- ✓ 7% will “definitely” buy one but haven’t done so yet
- ✓ 19% will “probably” buy one
- ✓ 12% of non-Starbucks customers intend to purchase one of the cups
- ✓ Seven out of 10 respondents said they believe it’s a good idea
- ✓ Four out of 10 consider it a “very good” idea



Best New Product

Awarded at CoffeeFest Seattle, October 2013

Best-in-Show

Awarded at CoffeeFest Seattle, October 2013



Over 12 million sold to date!

Real Consumer Quotes

“For \$1, this cup is a steal...you really **can't beat it.**”

-CreativeReviewsP

“This cup is cheap and light and will keep coffee warm long enough. **Perfectly imperfect** :)”

-backpackinglight.com

“I bought one of these the day they came out and I love it. It's sturdy and keeps my coffee warm. **Best dollar I ever spent.**”

-eater.com

“I bought one of those. It's **already paid for itself.**”

-wastelesswantless.com

“I am thrilled that other people **want to talk about this cup** as much as i do.”

-Miranda Farley, blogger

“Got one of these free at the Leadership conference and use it every day: its good they offered a **cheaper alternative** to \$14.99

tumblers!”

-Starbucks Gossip

Sound Appealing? **Let's Talk.**

For more information, contact:
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SUSTAIN
reuse | recycle | repeat
www.sustain-pmi.com