

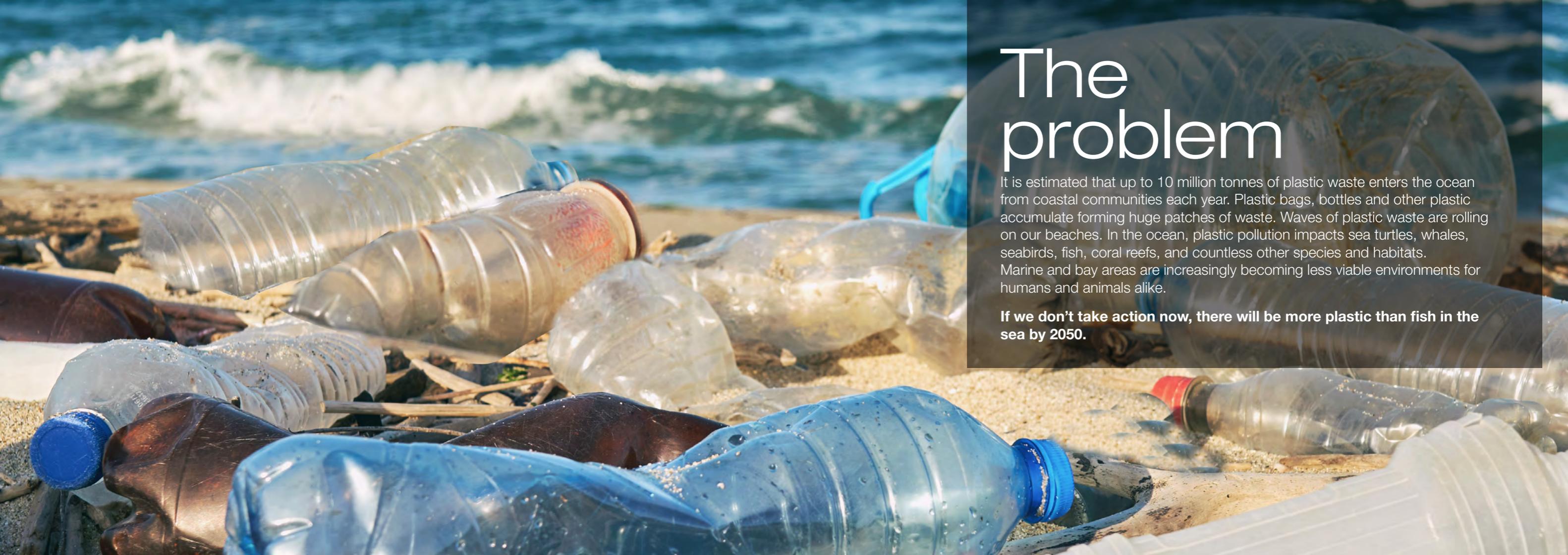


# STOP OCEAN PLASTIC



IN COOPERATION WITH



A photograph of a beach littered with plastic waste. In the foreground, several clear plastic bottles and a blue plastic bottle are scattered on the sand. In the background, waves are crashing onto the shore. The scene is brightly lit, suggesting a sunny day.

# The problem

It is estimated that up to 10 million tonnes of plastic waste enters the ocean from coastal communities each year. Plastic bags, bottles and other plastic accumulate forming huge patches of waste. Waves of plastic waste are rolling on our beaches. In the ocean, plastic pollution impacts sea turtles, whales, seabirds, fish, coral reefs, and countless other species and habitats. Marine and bay areas are increasingly becoming less viable environments for humans and animals alike.

**If we don't take action now, there will be more plastic than fish in the sea by 2050.**



Our Partner

plasticbank

**96%** of the population see **plastic waste** as a big or **very big danger** for the oceans.

Study of the German ministry of environment, 2018

# How can we help?

## Taking action to prevent plastic entering our oceans.

ADVANSa is co-operating with Plastic Bank which is globally recognized as one of the leading solutions to stop ocean plastic.

Plastic Bank was featured in the award-winning documentary "A Plastic Ocean". They received the prestigious Sustainia Community Award at COP21, the Beacon For Change Award at COP23, as well as the RCBC Innovation Award.

The goal of our partner Plastic Bank is to prevent plastic waste from entering rivers and oceans in regions that do not have efficient and formal waste or recycling systems, while opening new opportunities for people living in poverty.

This is done via an exchange system, whereby Plastic Bank encourages people in such regions to work with them by collecting and thus preventing plastic waste from entering the ocean. Compensation is provided to these people, often in need, by money and Blockchain-secured digital tokens which allow them to improve their quality of life, whilst contributing to a cleaner ocean.

The plastic collected by Plastic Bank, is then cleaned and recycled becoming Social Plastic®. This is used by ADVANSa as a valuable raw material in the manufacture of polyester filling fibres.



# Social & sustainable

ADVANSA has been pursuing an extensive sustainability strategy for many years. Through our cooperation with Plastic Bank, we are one step closer to building a sustainable future.

Simultaneously Social Plastic® helps people living in poverty to build a better future for themselves and their families. Collected plastic can be exchanged by local residents for rewards such as cash, school tuition, healthcare, and insurance or as Blockchain-secured digital tokens increasing their income and providing better opportunities for themselves and their families.

Recently the Blockchain exchange & incentives platform received an IBM Beacon Award.

**ADVANSA fibres are also EU ecolabel certified and GRS independently certified and audited for traceability.**



Certified by Control Union  
CU818292

DE/16/028



Collecting plastic before it reaches beaches or the ocean.



Washing, crushing, drying



Strict control of PET flakes



Manufacturing high quality fibres on spinning machines



Duvet/ Pillow/ Mattress



# STOP OCEAN PLASTIC



Aerelle

blue

## Help us to keep the oceans clean.

The filling fibres in this product are made using recycled plastic from Plastic Bank, globally recognised as one of the leading solutions to stop ocean plastic, whilst helping people living in poverty to build a better future.

[www.plasticbank.com](http://www.plasticbank.com)

Aerelle

blue

# Environmentally Friendly Sleep.

The feel-good fibres with an environmental benefit

- exceptionally comfortable
- well-balanced microclimate
- keeps its shape
- the filling fibres in this product are made using recycled plastic from Plastic Bank, globally recognised as one of the most important solutions to stop ocean plastic.
- At the same time it helps people living in poverty to build a better future.

Join the movement:  
[www.plasticbank.com](http://www.plasticbank.com)

Aerelle

blue



Each bedding product filled with ADVANSA branded fibres carries a brand label with a unique traceability number, certifying that the product has been manufactured under licence and meets strict quality standards.



## Marketing support.

We would be delighted to provide you with individual support in realising your marketing activities for AERELLE® Blue. We look forward to hearing from you





# STOP OCEAN PLASTIC

Join the  
movement:

[www.plasticbank.com](http://www.plasticbank.com)

[www.sleep-comfort.co.uk](http://www.sleep-comfort.co.uk)



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