## SONITE





#### THE COMPANY

Our development of a series of items entailing upcycling of waste materials that were creating problems for our community.

The nature of, and in our products allow us to reach far beyond what we thought possible.

Our passion is innovation, but we don't want to pay any price for it. Instead, we want to leave a good mark in the society we live in by turning waste challenges into high-value upcycled accessories.

#### MATERIALS AND COLORS

TALAY WHITE

TALAY TRANSLUCENT

SCAPA WHITE





#### MATFRIAL

Our collection is made of innovative upcycled materials That allow us to create beautiful objects, reducing waste in the process by transforming left overs into marketable products.

"The nature of our products allow us

to reach far beyond what we thought possible"





#### HUSK

**Husk<sup>TM</sup>** is made of rice husks discarded as part of the milling process in agriculture. It is a highly stable material with exceptional longevity and durability. The bio-composite Husk<sup>TM</sup> allows us to create objects that are both appealing and environmentally friendly while reducing waste from rice agriculture





#### COCCO

**Cocco<sup>TM</sup>** is made from coconut fibers. The original strands of the shell give the material an organic feel and strength. With a production of over one million tones annually, a large amount of coconut waste is produced in Thailand. By upcycling it, we contribute to a better environment.

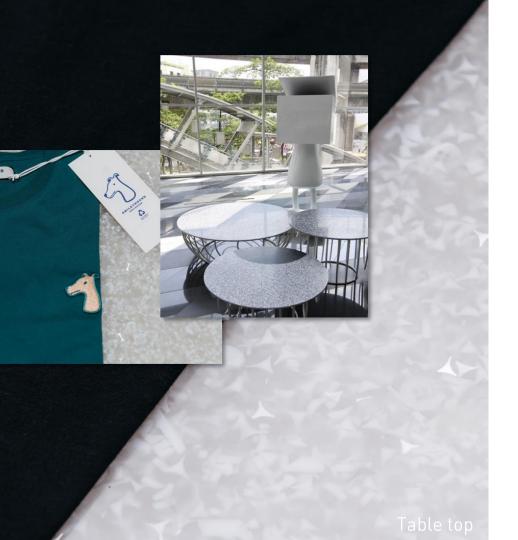




#### **TALAY**

**Talay<sup>TM</sup>** is a highly resistant material made from ocean-bound plastic waste. Its beauty resides in the very dramatic effect that results from the random solidification of the original plastic pieces.

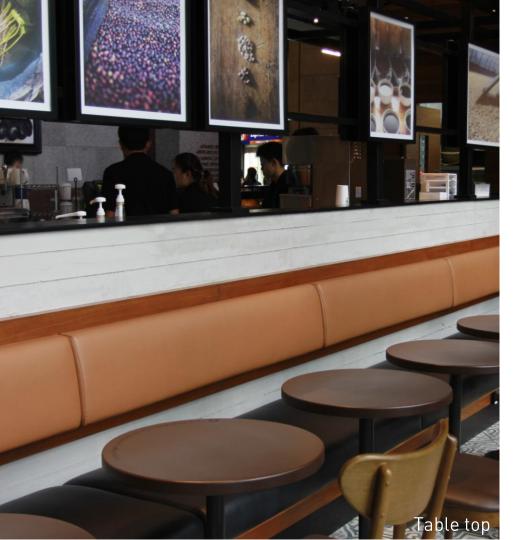
Ocean-bound PET (polyethylene terephthalate) plastic waste is a public health hazard. By upcycling it, we are reducing potential ocean pollution.





#### SCAPA

Scapa<sup>TM</sup> is an innovative material that resembles reconstituted stone made from used thermoset plastic. As the raw material is highly resistant to heat, it cannot be melted and recycled. By crushing and mixing it with our high grade polymers, we create an innovative material with all the lower-carbon footprint properties associated with our signature lightweight composites.





#### JAVA

Java™ Due to the continuous increase in the coffee consumption market in Thailand, a large amount of coffee grounds has been discarded. The coffee grounds have unique ridges and textures when they are molded into new products. Therefore, when it is finished goods, it will stand out, creating the least impact on the environment. but can create added value at the same time.





#### E-MARBLE

E-Marble<sup>TM</sup> The nature and technology allow us to reach far beyond what we through possible with our art technology

E-Marble is the perfect mixture of upcycling materials "Egg-Shell" and high-quality resin. These allow to fulfill all types of projects, from Residential to hospitality and generate interesting collaborations with the design community.





#### **DESIGN STORY**

• We provide quality, efficiency and solidity but are mindful of contract with nature, allowing ever single piece of designs to be unique in its own way.

Design that focuses on *Form & Function* at the same time so make it possible for utility and design that full fill the marketing strategy.

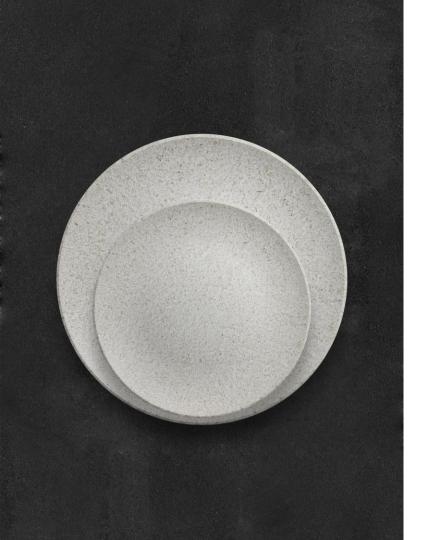






#### **USER IMPACTS**

Utilization /
Convenience/Comfortable and Easy of Use/
Satisfying Consumer's Needs /Safety





- The design that focuses on functionality together with beauty, makes the product a complete utility. Our products are also tested safety for food.
- Universal Design Sonite's Rice Husk Dining Set consists of glasses, sake glasses, plates, and bowls. These come in various designs, sizes, and colors so you can choose as you want. The main properties of the Rice Husk Dining Set are lightweight and very functional design. The size of the product is suitable. Versatile And the handle can be used conveniently and easily, suitable for use by people of all ages.
- Consumer can design their own layouts or put their own symbols to indicate the tastes of the consumer.





### SOCIAL & ENVIRONMENT IMPACTS

Socially Responsible/ Environmentally-Friendly Long Lifetime / Durability/ Universal design





- Decor is the result of our concern for the environment combined with our passion for innovation and design. We collect these raw materials from our neighboring communities, reduce pollution resulting from waste burning and dumping in landfill, fields and oceans.
- We have transformed rice husk is waste of agriculture production and notable substance that can be used as impressive eco-luxury packaging. They all enhance their materials into beautiful new accessories original raw materials and follow the principles of strength and durability.
- Sonite's Rice Husk Dining Set consists of glasses, sake glasses, plates, and bowls. These come in various designs, and colors so you can choose as you want, lightweight and very functional design. The size of the product is suitable for use by people of all ages.

# MARKETING REVIEW

Opportunities in Asia Pacific Market

- Household & Homeware Products
- Decoration Products









#### **STRENGHT**

Our products made from Upcycled material that created The unique texture.

The continuous design and innovative development that produce various items to serve all of customer demand





#### **OPPORTUNITY**

As per the climate change issue, all consumer would be emphasize the material origin and production.

We provide the LOW CARBON FOOT PRINT and CE (Circular mark) for support customer's requirement for the green products.





#### STANDARD ACHIEVEMENT

- ASTM E84-18 resulted in a class 'B'
- 'Pass' in US FDA21 CFR 177.2420 (Polyester Resin, Cross-lined)
- 'Container made from plastic' testing based on TIS 653-2554
- Management system certified by ISO9001 : 2015





#### WEAKNESS / THREAT

The retail price mostly higher than normal plastic homeware.

Regarding the material condition, the product do not allow to use in Micro-wave.



ABOUT US

Coaster & mini tray

Tagine

B2B & WHOLESALE

Sonite Set

IMPACT



SALES CHANNEL





Bowl & Plate



Tray

캐니스터 (밀폐 타진) 17,000원



6종 집들 M, Ov



소품 보관함 세트(Tagine Tall-S, Tagine, Long Tray)



에센셜 트레이 세트(Capsule Tray S, Capsule Tray M, Tea Tray M)

48,900원 54,000원

- Famous department store in Thailand ex. Central Embassy, ICON Siam and Siam center
- Sonite official website
- Online platform
- AMAZON launch in Q2Y2022



54,900원 60,000원





#### CUSTOMIZATION

- We provide the special design for customers in hospitality industry
- We can integrate customers brand identity with our materials and products



https://www.sonitesurfaces.com/