

**ACTION
PROJECT**

Re[®]
Reeco

Every day is Earth day

Be the impact Protect the environment

Alter your lifestyle and make environmentally responsible choices to fight desertification. Help us make the Earth green and bring it back to Life!

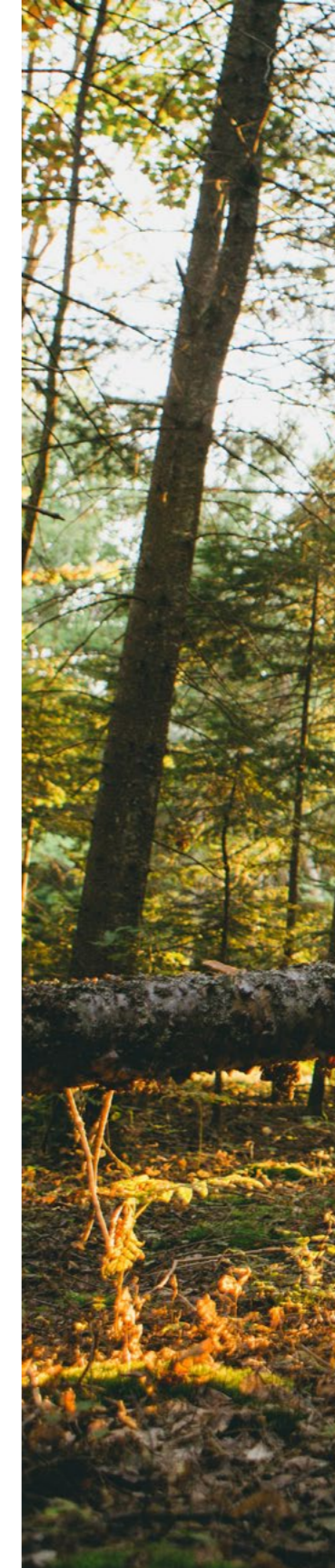
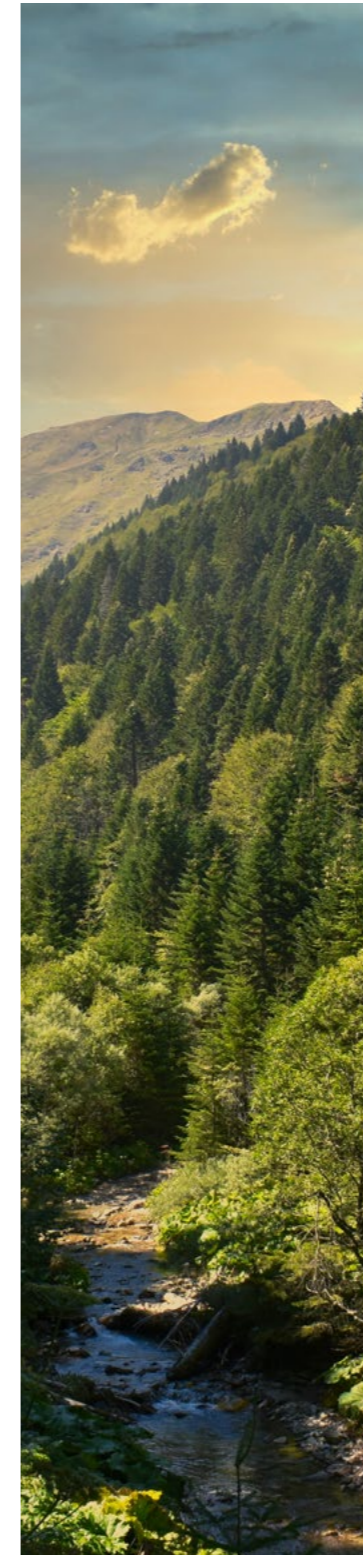
Reeco invites you to the future of this planet where we aspire to make it green and healthy. We are pioneering the end of desertification and welcoming you to our recycled world.



Our mission & vision

Desertification is a global concern and there are many adverse ecological implications for biodiversity, economic stability, and food security associated with it. The staggering increase in the rate of degradation of cultivable land is indicative of a grave disaster.

But Reeco aims to fight this crisis and prevent a calamity. With our recycled products and eco-friendly initiatives, we intend to rejuvenate the Earth and make sustainable development the core of all operations. We are raising awareness about sustainability and conservation to protect our planet while delivering unquestionably safe and eco-friendly products. We, in collaboration with Reforesta, are contributing our profits from your purchases to fight desertification and avoid the degradation of lands and forests. We are committed to working for a sustainable tomorrow. Let's reverse climate change and save our planet.



Our values



We believe in innovative solutions

We promote innovative leads and encourage the useful use of evolved technologies to recycle products effectively and economically.

We believe in creating a supportive and cooperative work culture

Proper coordination, support, and mutual cooperation are foundational cultures of our organization.

We believe in waste to conversion

The environmentally hazardous impact of improper waste management is highly disastrous. Therefore, we believe in using technological solutions to convert our waste into the best.

We believe in being socially responsible

We take it upon ourselves as a duty to introduce environmentally safe products. From manufacturing to distribution, all our operations are eco-friendly.

We believe in a green and clean environment

Mother Earth offers us everything from sustenance to amenities. Therefore, we believe it is our obligation to protect the environment.

We believe in being accountable, reliable, and collaborative

We fully acknowledge our responsibility to keep our customers satisfied. Our business activities would always be customer-centric, transparent, and reliable.



Why should we care about it?

Earth is our home; it is time we re-evaluate our choices

Our lifestyle contributes significantly towards desertification and climate breakdown. We purchase products aggressively without correctly assessing our needs and then we dispose of them without being environmentally conscious. Climate changes its effects are risking entire humanity's survival. We must re-evaluate our priorities before the environmental impact of our choices destroys the planet.

The compounding effects of not being environmentally and socially responsible are undoubtedly catastrophic. A clean environment is essential for healthy living. If we stop caring about our home, we will have no place to live. With uncontrollably increasing waste and improper waste management and treatment, the landfills are warming up, pollution is rising at alarming rates, and the carbon footprint of each individual is exceeding dangerous levels.

All these factors are forcing our Mother Earth to warm up and now it is not possible to ignore it. Climate change is awfully real, and we can identify it with the rising sea levels, incessant melting of glaciers, and rapid increase in Earth's atmosphere temperature. Climate change is making Earth an inhabitable place for us.

Due to unchecked deforestation, the ecosystem is suffering greatly. Many such human activities have also instigated desertification on a vast scale. This has led to the degradation of the dryland ecosystem and has greatly disturbed biodiversity.

The economic value and productivity of such lands have also decreased making food insecurity a global concern. Due to desertification, agricultural activity has faltered, and an economic recession is prevalent because of it.

People do not have access to clean water and sufficient food; many children around the world are suffering from malnutrition. The whole ecosystem is being affected and threatened by activates. We are anticipating a tremendous deprivation of natural resources in the coming years, which means that we have already put the lives of our future generations at great risk.

What can we do now?



Let's keep our home clean!

We are the guardians of this planet and now it's time to pull up our sleeves and do something. Here is what we can do to save our Mother Earth:

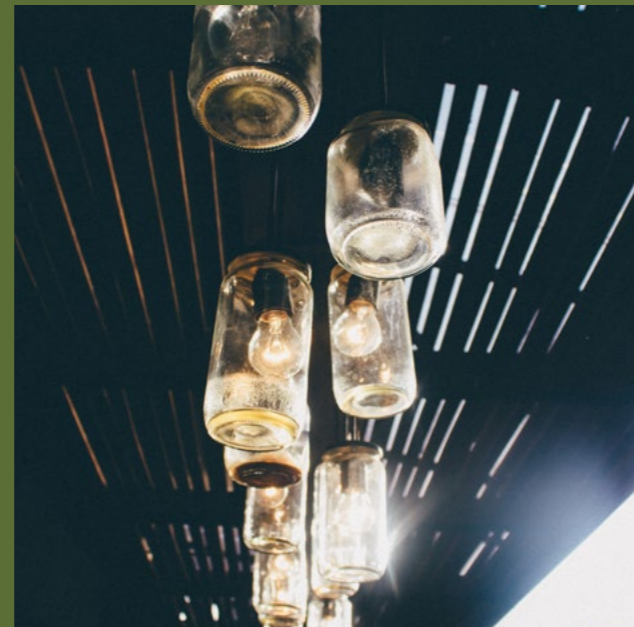
Buy fewer items and Recycle, Recycle, Recycle

This practice is one of the most effective weapons against environmental degradation. It is time that we break the toxic consumer cycle and start buying strictly according to our needs. You won't just be helping the environment; you will be saving tons of money. It is a win-win!

Do not just go on a shopping spree; rather purchase from local stores and invest in seasonal foods and organic products. They are healthy and great for the environment!

When the time comes to discard your items, make sure that you are recycling correctly. Ask yourself and do a little research to explore ways you can reuse the item or recycle it more appropriately. Try to purchase fewer items so that you do not produce a large amount of waste. This practice is cost-efficient, and it makes you socially responsible!

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Single-Use Plastics are not welcome; Reusable items are the trend now

This is a timeless trend that will never grow out of fashion. It is time that you ditch those single-use plastic products that do nothing but harm the environment and replace them with equally good and effectual reusable items.

Plastic is one of the primary concerns when it comes to environmental issues. This substance emits toxic greenhouse gases in the atmosphere and can take as many as 1000 years to decompose properly. 8 million tonnes of it ends up in the oceans and causes enormous harm to marine life. Here is how you can help:

- ▶ Bring your own cloth bags while shopping to avoid using plastic bags.
 - ▶ Try to purchase second-hand items wherever you can.
 - ▶ Invest in high-quality items as they last longer.
 - ▶ Choose glass bottles or reusable water bottles
- As technology has evolved unimaginably, recyclable material is being introduced vastly and almost anything can be fashioned out of it. So, try to look for items that are made from recyclable and eco-friendly materials.



Become more independent

All these years, society has led you to become more dependent on large corporations. But it doesn't have to be like that. Minimize waste and become more independent; like you can grow your own vegetables and fruits.

The best way to help save the environment is to create your own energy supply with solar energy or wind.

You can always raise your voice and use your platforms to influence people; encourage them to become more socially responsible and work towards protecting our planet.



Reduce



Recycle



Reuse

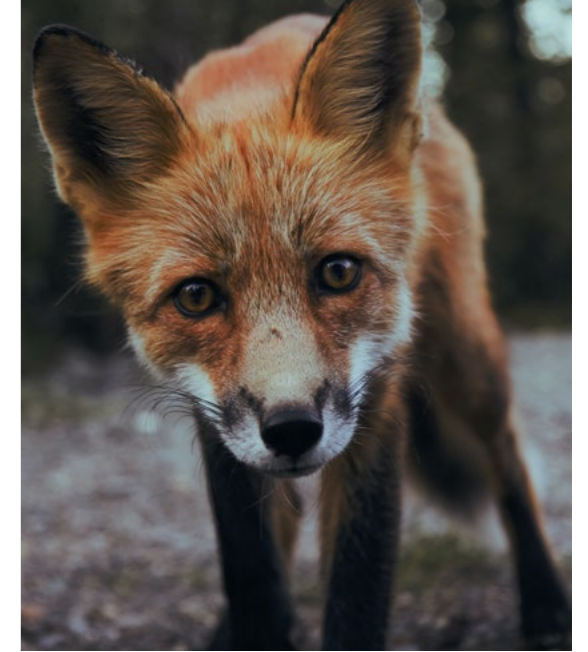


What can happen if you don't recycle?

Our “throw out” culture is quickly becoming disastrous. Lack of knowledge of recycling and limited practice of it is negatively impacting the environment. Every year nearly 2.01 billion tonnes of municipal waste is generated. So, if we do not recycle such an enormous amount of waste, it will make Earth inhabitable and our survival impossible.

Here is what will happen if we refuse to recycle:

- ▶ **Landfills will begin to overflow** and harmful chemicals from the waste will diffuse into the ground and consequently the groundwater, rendering it toxic.
- ▶ The **land would be no longer suited for agriculture** due to overflowed landfills and intoxicated soils.
- ▶ **Natural habitat will be destroyed**, and this will gravely affect the food chain.
- ▶ Biodiversity will be greatly affected, and this will significantly **disrupt the dynamics of the world**.
- ▶ **Marine pollution will increase**, and the plastic pollutants will wreak havoc on marine life.
- ▶ **Excessive waste invites a lot of economic trouble**; tourism is affected, the fish industry declines, and many other industries suffer greatly.
- ▶ When waste increases to dangerous levels, incineration seems viable; **this generates greenhouse gases and contributes to climate change**.



United Nations Sustainable Development Goal (SDG)

1. No Poverty
2. Zero Hunger
3. Good Health and Well Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals



In 2015, the United Nations adopted the Global Goals as a universal call to protect the planet and everybody who lives on it. These goals recognize the power of action and the urge of the moment to create an economic and social balance whilst focusing crucially on environmental sustainability.

Though unprecedented efforts are demanded by every society, it is believed that **these goals can help us shape a new world free of all social injustices, economic imbalances, and environmental deteriorations.**



Certificates which we are going to have



Reeco fully recognizes the importance of recycling and adopting targets to control the amount of waste produced to convert it into the best. We will be earning certificates of recycling that issue a statement on how we aim at recycling waste and how we are environmentally conscious in our operations.

Reeco is a **UL-certified brand**, and this label indicates that all our products meet the stringent UL requirements.

Reeco also prides itself in holding **Recycled Claim Standard** (RCS 100) and RCS Blended. These certificates verify that we incorporate recycled material into our product. These standards track the amount of recycled raw materials through the supply chain.

Reeco also holds **OEKO-TEX** Standard 100 certificate. This certificate prove that no harmful or toxic substance was used in the production.

All these labels stand for customer confidence and high product safety. These certificates indicate that **Reeco is socially responsible and environmentally conscious.**

What we use for our collection

For us, every day is earth day

We use premium quality stainless steel and forged aluminum to construct a sturdy body of our new utensils. PPG Fusion HR formula: high-release sol-gel 'ceramic' non-stick coating is applied to all our cookware products.

Pressed and forged aluminum is used to construct our durable and hi-tech collection of the frypan, grill pan, and grill plate. So, upgrade your kitchen with these highly resistant and lightweight cookware with remarkable heat retention.



All kitchen tools and cutlery sets are made from thick stainless steel and pressed aluminum with premium polished mirror effect finishing. The materials used in the manufacturing of these products are ecological.

Overhaul your cookware with our high-quality products made solely from eco-friendly raw materials. We have also introduced a green collection made exclusively from natural, recyclable materials. Accessories are collected from the ecosystem line of cookware handles from F.B.M.

100% organically grown cotton, manufactured in a 100% sustainable environment, is used to tailor luxurious bedroom bedding sets, premium bathroom towels, and highly comfortable robes. This cotton is eco-friendly and has a beautiful finishing.

Kitchen accessories like kitchen aprons and towels are also made from similar materials. This cotton is highly absorbent and robust in nature. It is made through sustainable production, and it has zero environmental impact.





Collaborations with partners

Reeco is working in collaboration with Reforesta to contribute to the fight against desertification, eliminating any risk of land and forest degradation.

We invest all the profits we make from your purchases to plant trees where they are needed the most. With Reforesta, we are coloring the Earth green and bringing life back to it. Reforestation is our ticket to the future of a new, recycled world. Ily conscious. Climate changes its effects are risking entire humanity's survival. We must re-evaluate our priorities before the environmental impact of our choices destroys the planet.



REFORESTA

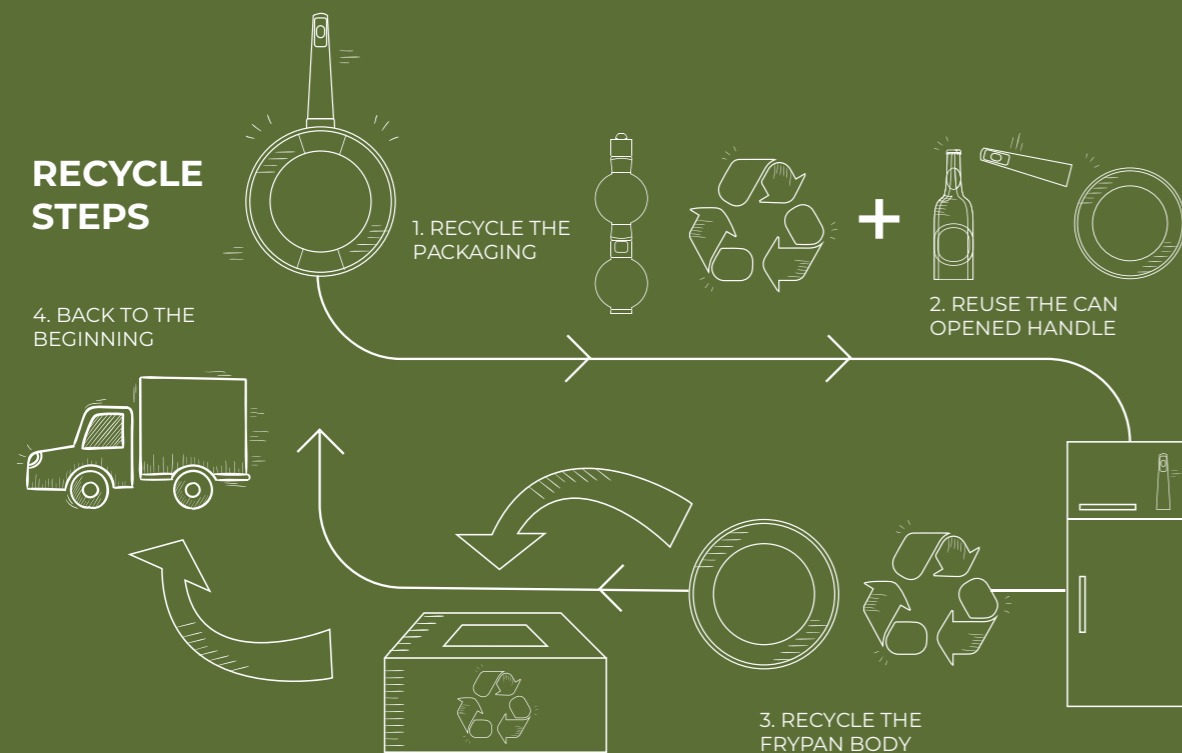


Recycled method

Our circle (Reduce, Reuse, Recycle)

See how we recycle our Frypan 24cm

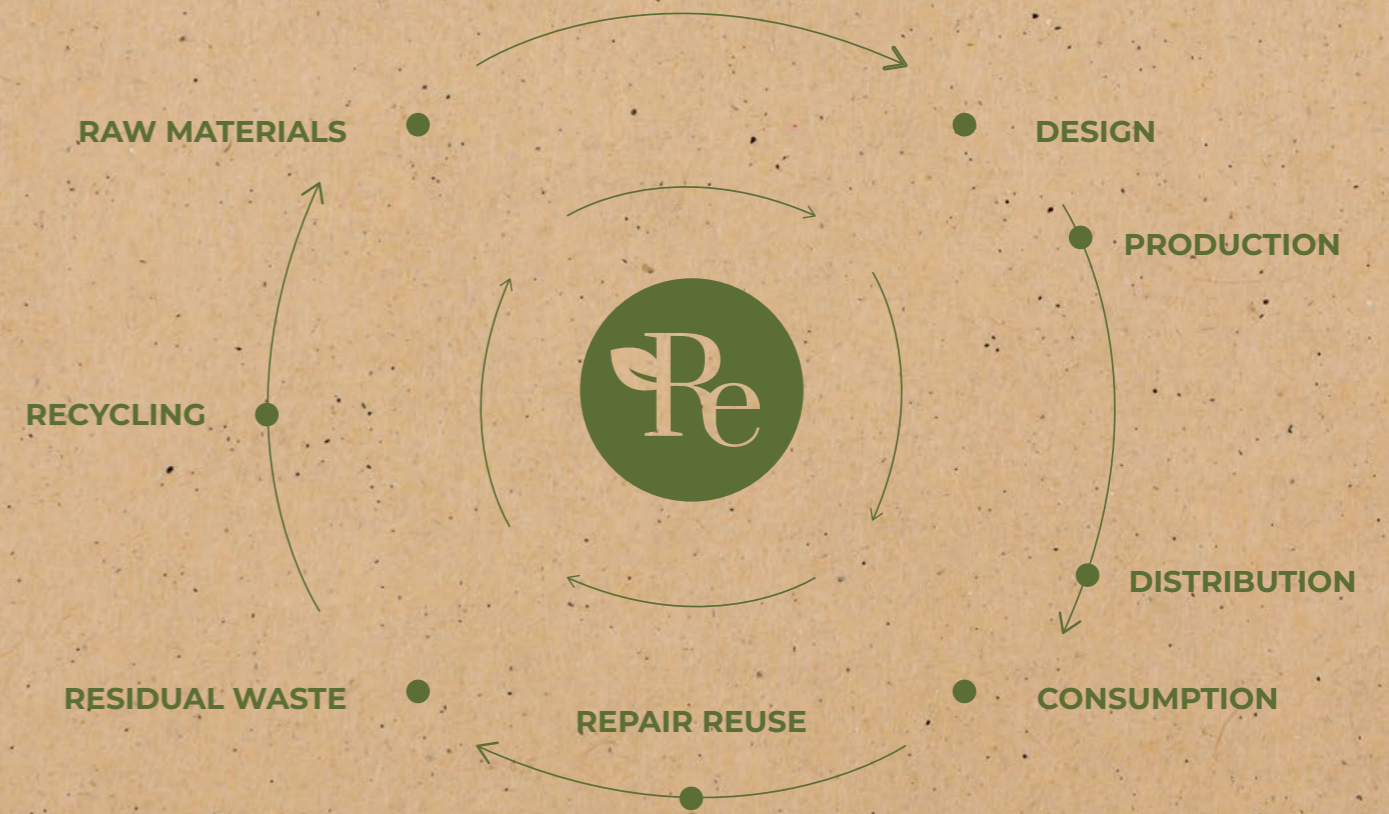
1. Recycle the Packaging
2. Reuse the Can Opened Handle
3. Recycle the Frypan Body
4. Back to the Beginning



All our products are recycled in a similar way. Our priority is to reduce waste however we can. We incorporate modern technology and the expertise of our creative heads to come up with innovative solutions to modify manufacturing processes essentially to reduce waste.

Minimum waste Maximum satisfaction

Then we collect all items back that could be reused again so minimum waste is generated. Once our consumers happily use our products and discard them, we collect those and recycle the parts that could be salvaged and then modify and reprocess them further, so they are fit for use again.





**Be the impact
Protect the environment**