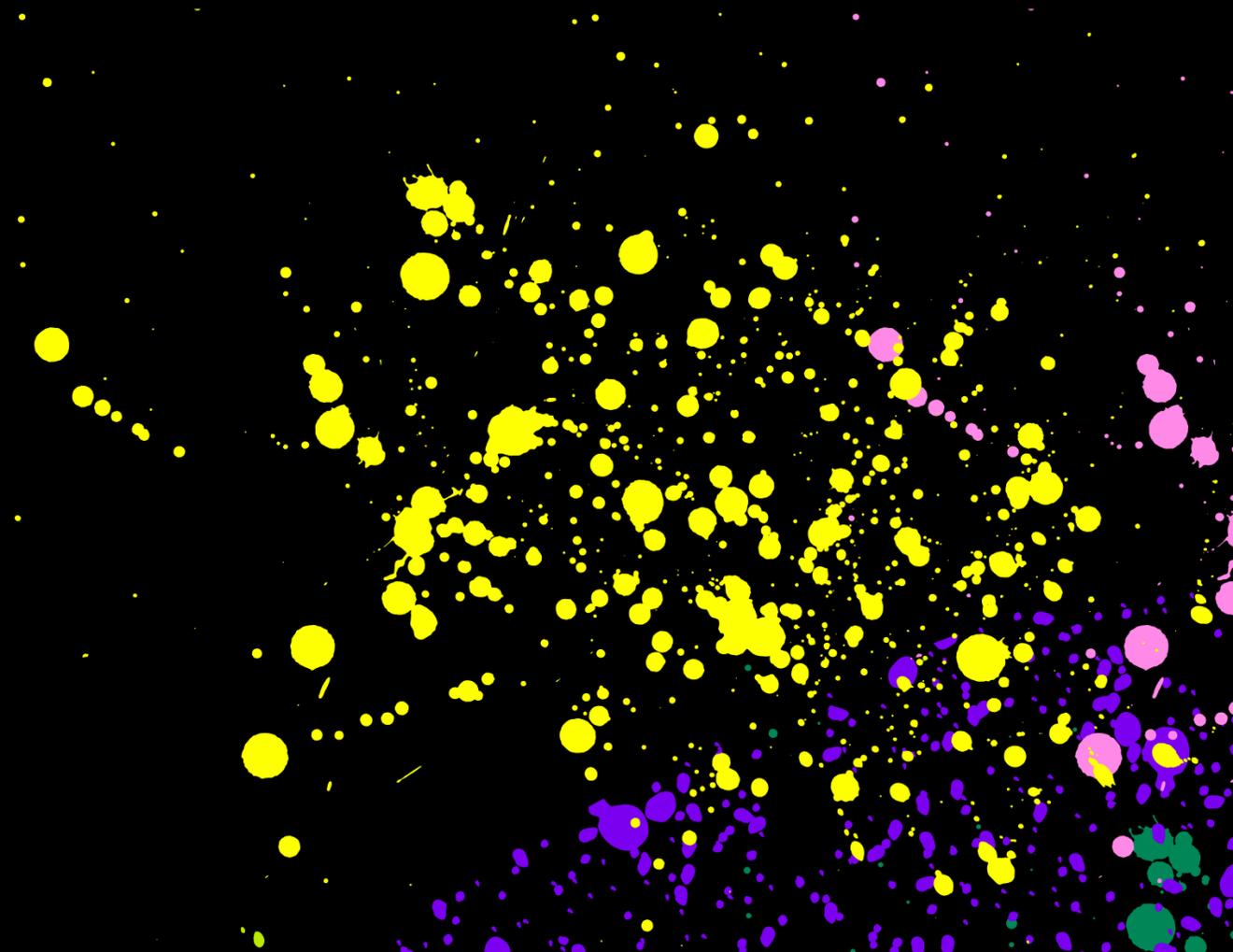




DAMN
PLASTIC

**It's not about
damn plastic,
It's about
damn people.**



HAVE YOU EVER BEEN

#PASSIVEGREEN?

#greencouchpotato = passively supporting green projects

Every order, every job, every task - supports clean-ups and social projects.

HOW?



**DAMN
PLASTIC**

DAMN PLASTIC IS AN AUSTRIAN START-UP,
WHICH WAS FOUNDED TO MAKE A
F*KING MUST-DAMN-ABLE
DIFFERENCE.



WE SHOW THAT CIRCULAR ECONOMY IS ACTUALLY
POSSIBLE. **EASY.**

SUMMARY OF THE IDEA

"Houston – we have several problems!"

Let's face it, we've been dealt a bad hand when it comes to the issue of sustainability on this planet. Damn Plastic is here to shuffle the cards. Instead of blaming plastic, we want to focus on humanity! Because: **It's not about damn plastic, it's about damn people!**

Every event, every business, every manufacturer, every promoter, and every average Jane and Joe, hold onto your panties as we take you on a ride on the **DAMN PLASTIC** vortex! We are going to show you how much can be done to live more sustainably than you ever have. DAMN PLASTIC connects the world and creates a platform that will bring our beautiful blue-green globe back on the right track!

WELCOME 2 DAMN PLASTIC!

ABOUT US

A damn cool start up blazing the trail to a plastic-free future, who is hungry to prove to the world that simply by making small sustainable choices, we can have a huge impact on our environmental dilemma.

Let's get this Mother Earth back on track! We're banning single-use plastic from our system and keeping it in the loop #keepthecycle.

**It's not about damn plastic,
it's about damn people.**

Influencing people's behavior is a result of our work. People are thereby brought into contact with plastic-free products and alternatives to single-use plastic. This gives them the opportunity to decide for the first time. It is not a matter of renouncing.

**Sexy, funny, simple and
super effective.**

The aim is to replace plastic with an equivalent, sustainable material or to provide products made from plastic waste so that it remains in the cycle. So called: **IMPACT PRODUCTS**

**We call it
small sus-DAMN-able choices!**

This is what makes us unique. A combination of event management and consulting, plastic-free/Zero Waste stores combined with a specially developed franchise concept, POS systems for retailers, certification, crazy app that cleans-up the world and a platform where businesses, caterers and the likes can get in touch with plastic-alternatives. We are wild when it comes to change = everywhere.



WHAT WE STAND FOR

Our focus lies on making sure that each individual is made aware of the best alternatives. It is amazing, almost utopian, how much can be achieved by simply making many small, sustainable choices. In fact, it can be such an easy and uncomplicated transition, that anyone can bring about change in terms of sustainability in the blink of an eye.

We're here to show you how.

We really have no more time to waste. If we don't want to get buried alive by avalanches of trash, we have to act. Do you think that this is difficult? Well, that is not surprising, because so far no one's told you how easy it can be and how much you can benefit from living more sustainably. Plus, now you have us - we've done a ton of screening, digging, negotiating, and testing so that you won't have to.

OUR DAMN GOAL:

Reduce as much trash as possible as easy as possible **#missionpossible**

OUR DAMN VISION:

Showing people how damn easy it is to be sustainable without much effort ;)

#passivlygreen

OUR DAMN MISSION-POSSIBLE:

Our mission is to be a crazy cool multi-channel provider of sustainable solutions for businesses and for every single person out there.

The new sustainable way = cool and simple.

#allfromonehand



combines the environmental problem with concrete and effective solutions. Due to the broad system of 5 pillars, we are able to directly intervene in our system. We start where massive waste is produced. From the big festival garbage to the trash that comes from every single person. Every purchase supports clean-ups and social projects. Just by buying our products and services we clean the world and transform trash into treasure.

is the invisible change to the visible improvement.

No eco-freak stamp. No finger-pointing. No austerity. People should live like they always have. So, we inspire masses to change habitual ways of living in a fun, and more importantly simple way, and to to new directions. Every citizen on this planet is a passenger on our boat and should come in contact with the wide range of plastic alternatives.

That is the definition of problem solving, and that is us.

is a network of game changers.

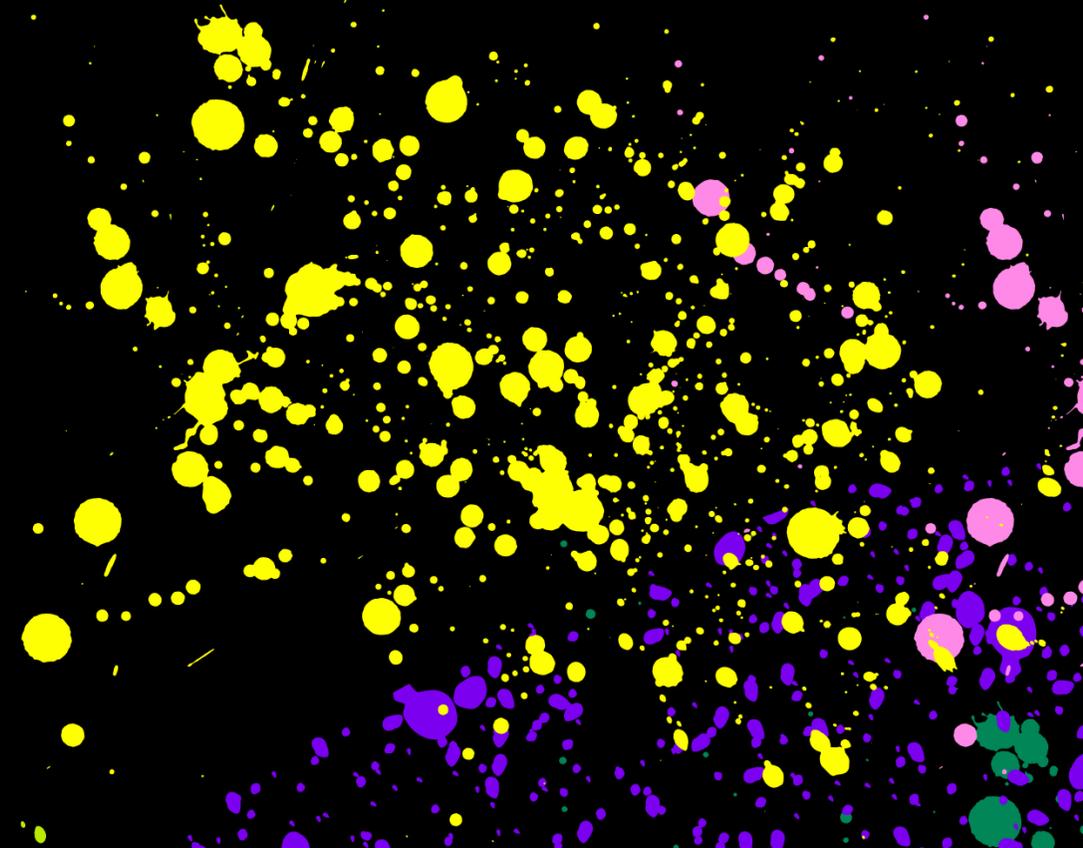
With this large sortiment of plastic alternatives, we are creating a way to transform the current system we live in. A transformation into a system that aims to integrate sustainability into our everyday lives. From this follows a movement that allows Mother Earth to breathe again.



PRODUCT,

SERVICE,

TECHNOLOGY.



DAMN PRODUCTS AND USP

Finally... there is another way how to present sustainability - besides all the classic eco-freaks (sorry).

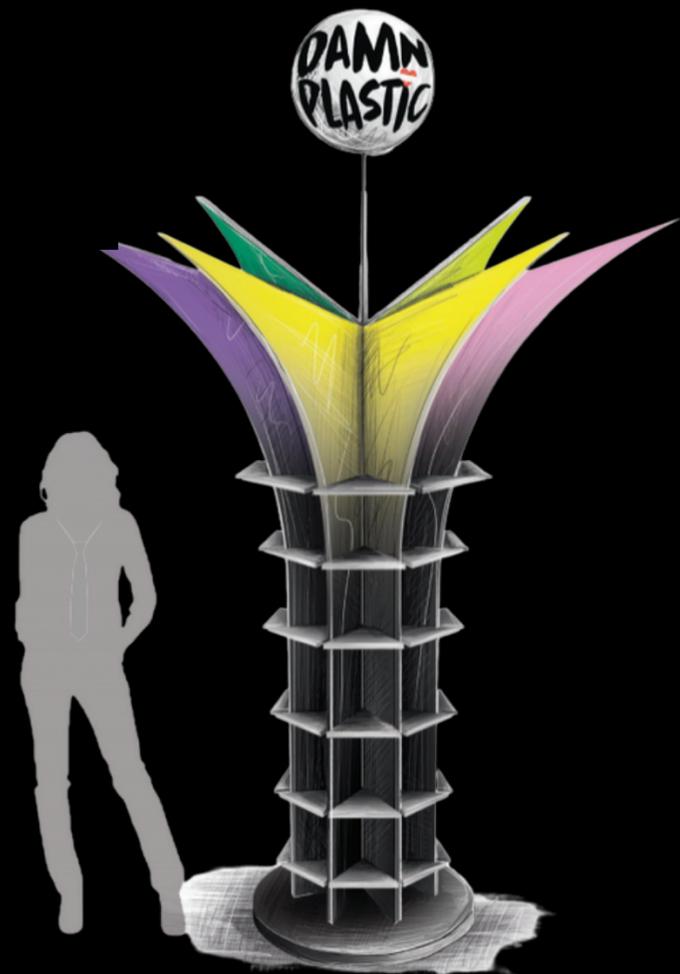
DAMN PLASTIC is on the route to a single-use, plastic-free future. We are hungry to prove the world that simply by making small sustainable choices, a real impact can be made.

DAMN PLASTIC is designed to build a very broad foundation. The combination of **#singleuseplasticfree** stores, POS-displays for retailers, a unique **franchising concept** (very low entry-barriers, you can start with almost no budget. Product are paid after 120 days giving time to start "green"....), the creation of events, festivals no matter how big or small **#singleuseplasticfree** and the program of packaging alternatives **#plasticfree**, can thus achieve huge, effective results towards sustainability. And all of that in a damn simple and fun DAMN PLASTIC way! This is how we get people and this globe out of the crisis and well and safely to the future. And on the top? Our damn plastic certificate **#showit!**

We are offering products that are either completely plasticfree or made from plastic trash **#upcycling** in both sectors, B2B + B2C. Under the motto **#yourtrashisourtreasure** we make it happen: you can be passive green. Just shop - and we do the clean-ups whooop!

With already over 300 partners (>3000 products) we are shaking every industry! We link and cross all our suppliers/products and thus have a huge hammer in the hand to do cool, good, green stuff!

#damngreenarmy



PRODUCT EXAMPLES

DAMN PLASTIC HAS HERE THE EXCLUSIVITY IN THE EU

YEAH!

zero waste

3 IN ONE FOIL

BAKE

SEAL

WRAP

#REUSABLE 4ever



EATABLE

PASTA STRAWS



DAMN PLASTIC®

It's not about damn plastic, it's about damn people.

KAUF UNTERSTÜTZT
#passivegreen

WISHWALL

SCHON MAL PASSIV NACHHALTIG GEWESEN?
#greencouchpotato = passiv grüne Projekte unterstützen



DAMN PLASTIC

that we do
support
the chising
the shop
for sulting
certification
#gastro
& gae

IT'S NOT ABOUT DAMN PLASTIC, IT'S ABOUT DAMN PEOPLE!

STORE IMPRESSIONS



STORE IMPRESSIONS



DAMN COOL
#SINGLEUSEPLASTICFREE
EVENTS & GASTRONOMY



DRUNK? AND YOU THROW YOUR STRAW ON THE GROUND? WELL, FU IT, IT'S EATABLE ANYWAY**

om

DAMN PLASTIC

Keep your coffee in one place with confidence in the DAMN PLASTIC

Keep your coffee in one place with confidence in the DAMN PLASTIC

Keep your coffee in one place with confidence in the DAMN PLASTIC

PLASTIC FREE PARTY DAMN PLASTIC

DAMN PLASTIC

DAMN PLASTIC

CHEWSY

DAMN PLASTIC

MADE BY THE COMPANY

PLASTIC FREE EVENT-STUFF



APPROVED

BY

DAMN PLASTIC



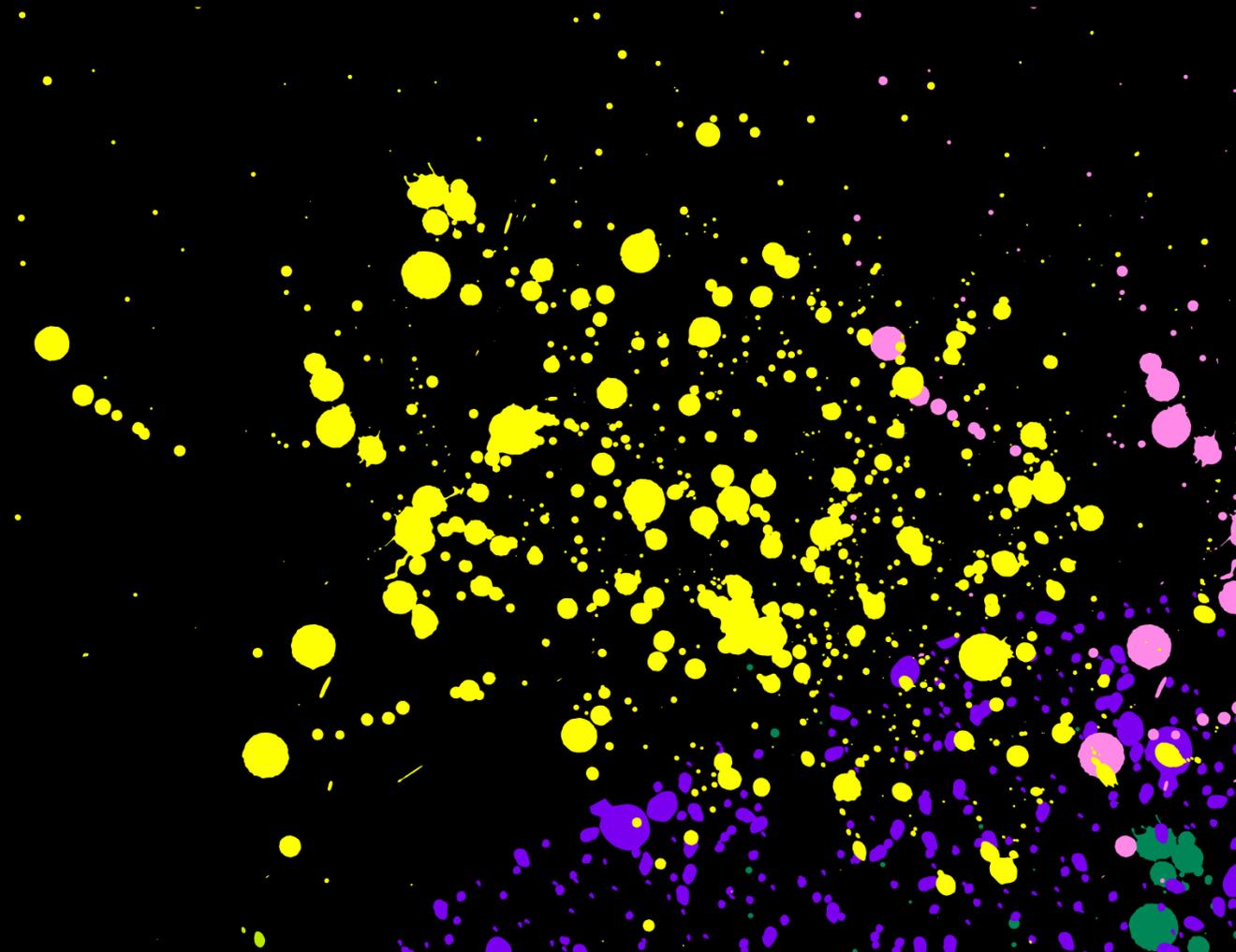
FIT.
SMART FOOD

UNSERE PARTNER

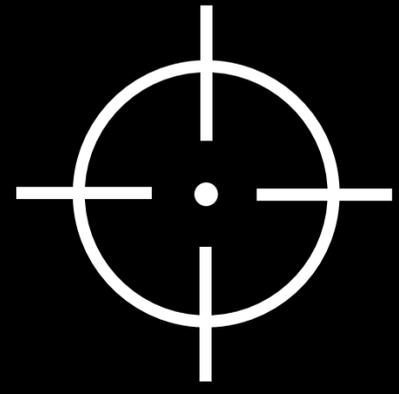


CUSTOMERS

& MARKET



TARGET MARKET



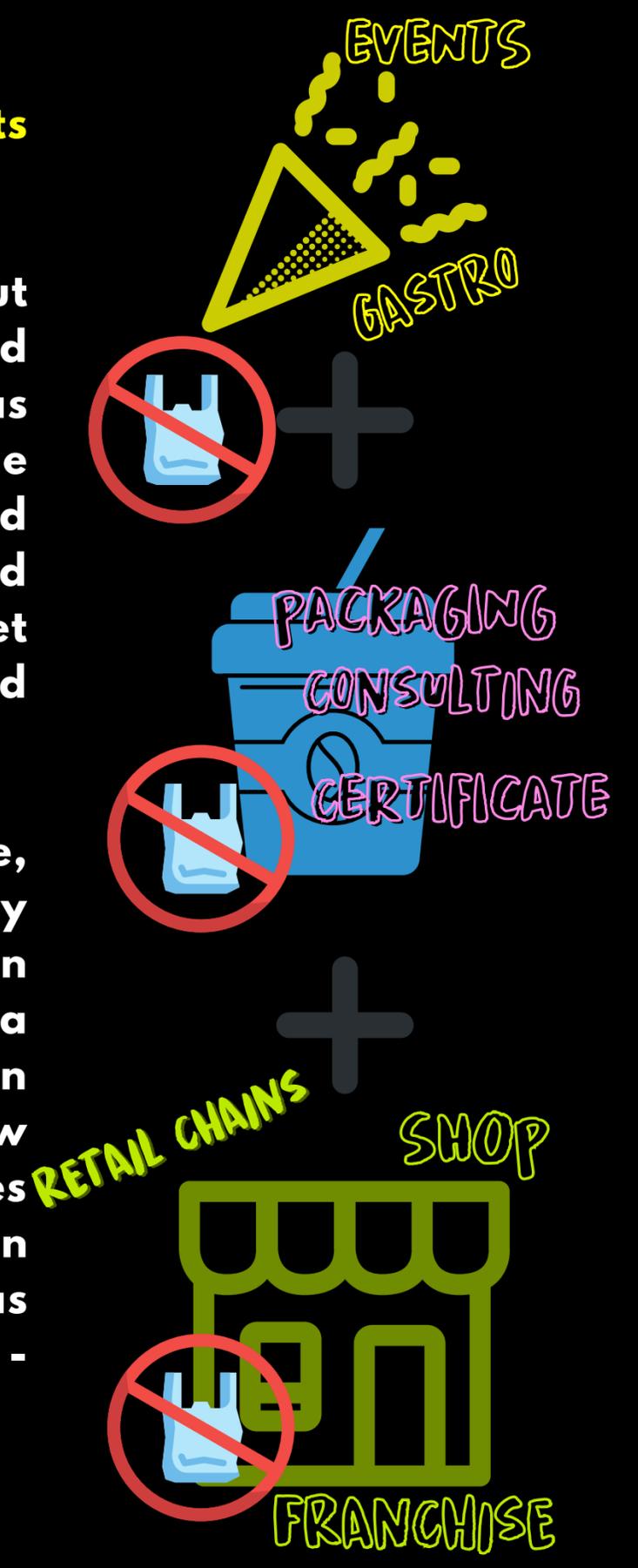
DAMN PLASTIC gets in touch with **every damn head** on this planet. It is not about creating an offer only for young or only for old. **It's about creating an offer that can pick up every person right here and right now.**

The numbers of users and customers speak for themselves. The DAMN PLASTIC concept is so well received because it gives people access to plastic alternatives and a passive green lifestyle for the first time. Whether you are an event manager, an entrepreneur or an average consumer, DAMN PLASTIC is the way to get plastic-alternative products. As a group we are strong; however, when the group turns into a mass it becomes powerful and has tremendous leverage.

Damn Plastic is a platform that connects everything and everyone.

Additionally, not only run our own stores but also supply to other hardware store chains and retail chains with our POS displays as well as with products for Austria, Germany or the entire Europe **exclusively**. This means if we find cool start-ups (that fit our credo) in the seed phase, we support them to enter the market quickly and place them in our network includid our brand.

But to be clear: We don't want to tackle those, that are already into the green lifestyle. They are our customers anyway. We concentrate on those heads, that actually think they dont give a fu**, the lazy ones ... but as soon as they get in touch with Damn Plastic: BOOOM - they know they can do something! From knowing comes caring and from caring comes change. Damn easy. We also call it **"the-walk-by"** effect ;) as anyone that passes our store **NEEDS** to get in - and here starts the transformation process



SUMMARIZED

DAMN PLASTIC

COMPANY
AUDITS

UNIQUE
FRANCHISESYSTEM

PLASTICFREE
EVENTS

OWN STATIONARY
STORES & ONLINE
STORE

SUSTAINABLE
PACKAGING AND
PRODUCT DEVELOPMENT
FOR B2B

APP

PRODUCT
EXKLUSIVITIES
ALL OVER EUROPE

DAMN PLASTIC
CERTIFICATE

THIS IS HOW WE MAKE THIS WORLD CALLED "PLASTICFREE"

WHO ARE THE DAMN

FOUNDERS?

"THE ORIGIN"

**FOUNDER & CEO
VICTORIA NEUHOFER
HAD THE IDEA AND
JUST KEEPS
INVENTING**

**11TH GENERATION IN THE FAMILY BUSINESS NEUHOFER HOLZ
WOOD ENGINEER
PRESIDENT OF THE YOUNG CHAMBER IN AUSTRIA
POLITICAL TRADE DELEGATE IN AUSTRIA
STUDIED ENTREPRENEURSHIP & INNOVATION
STUDIED INTERNATIONAL BUSINESS
SEVERAL AWARDS HOLDER**

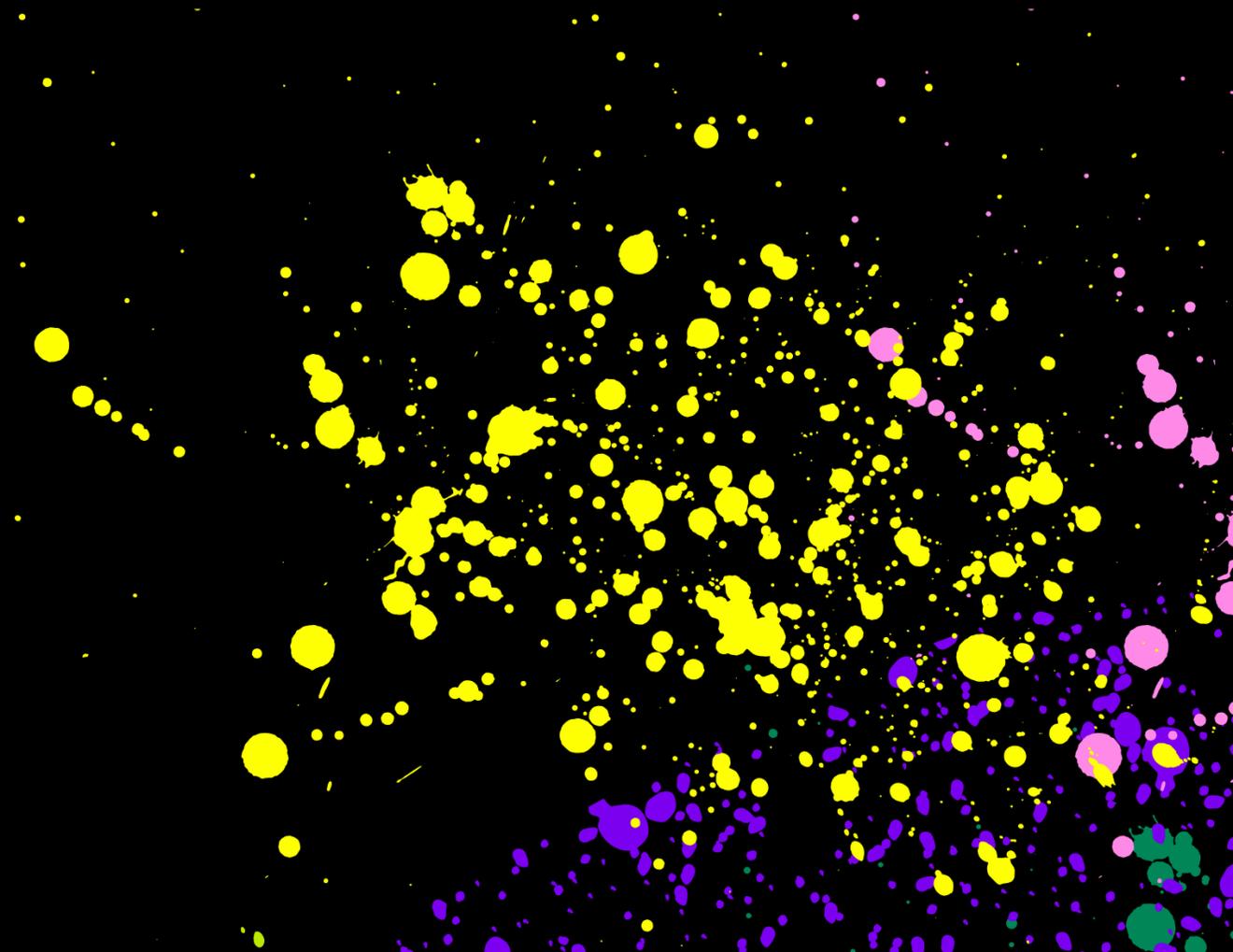


"THE ANCHOR"

**CO-FOUNDER & CEO
STEPHANIE SINKO
KEEPS EVERYTHING
AND EVERYONE
TOGETHER**

**EVENT MANAGER FOR 10 YEARS
PRESIDENT OF A DANCE SCHOOL
STUDIED ENTREPRENEURSHIP & INNOVATION
STUDIED INTERNATIONAL BUSINESS
SEVERAL AWARDS HOLDER**

FROM*
AUSTRIA>TO
WORLD
TAKEOVER!
DAMN!



WHAT WE WANT?

Clearly: world conquest ;)

We want to spread our stores in every country, in every city.

That's why we have also developed a franchise concept that enables young entrepreneurs to multiply our stores quickly and cost-effectively.

A little taste? Our franchisees don't even have to pay for the products up front! Everything is billed in arrears (after the sale). The barrier to entry? Well, that is MINimized to the MAXimum here ;)

We already have over 200 franchise inquiries, and also four partners under contract (SLO, DE & AT). Unfortunately, Mr. Corona pissed on our leg a bit - sorry for that - and now everything's a bit delayed. We also had to accept some cancellations.

BUT: We don't give up and go full speed ahead! Whop!

What else?

Damn Plastic will not only be a franchise or event company in the future but also a **SUMMIT & FESTIVAL** for young entrepreneurs, researchers, developers, ... a powerful community to invent even more products/services and to provide the population with a still comfortable way of living- without harming the environment.

The location of the Summit? Is chosen every year - AFTER - the ticket registration. Why? So can we make sure that we find a place where everyone can travel to in the most sustainable way possible. SAVE CO2!

This movement is what the DAMN P(eople) need. A fun and fresh way that shows how we can do our best and make "small sustainable choices" - while enjoying life.

**HOW WE WILL BECOME
A MARKET LEADER**

**DAMN
PLASTIC**



THE DAMN



APP: CLEAN UP

The Damn Plastic app takes a new, innovative, game-like approach to eco-friendly habit tracker that helps users define and follow eco-friendly routines. The app presents users with numerous eco-friendly habits they can follow to make the world a cleaner and more livable place. By behaving in an eco-friendly way and achieving the goals set by the user, the user earns damn coins and badges.

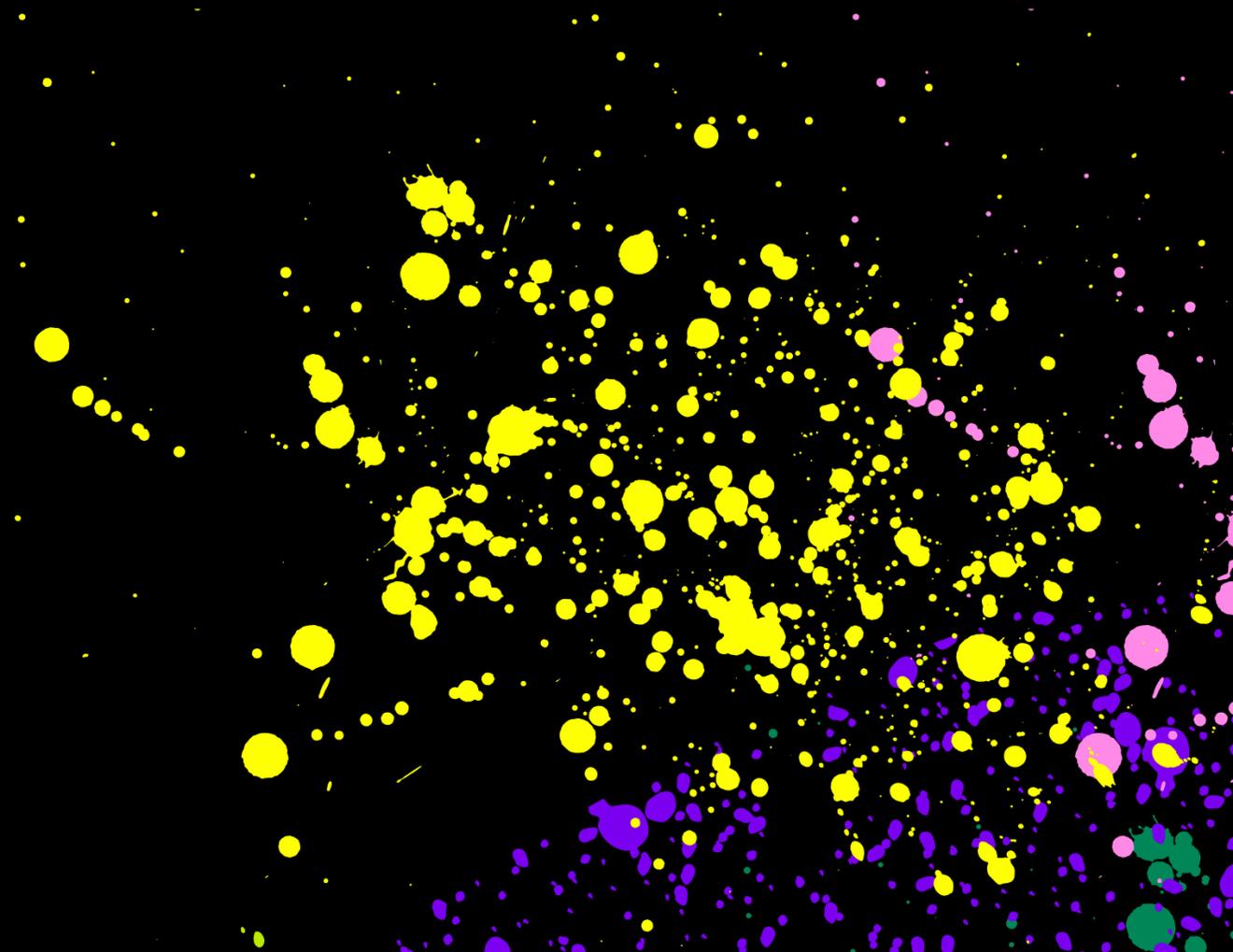
With every damn coin, they can get products that are made out of trash #cleanups or other specials like free train tickets etc.

Every day we can clean up the world - together.



CONTACT DETAILS

GET IN TOUCH



A portrait of Victoria Neuhofer, a woman with curly blonde hair, smiling. She is wearing a black t-shirt with the text 'DAMN PLASTIC' in white. The background is dark.

VICTORIA NEUHOFER

**FOUNDER & CEO
THE ORIGIN**

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 victoria@damnplastic.com

 www.damnplastic.com

 damnplastic_official

 damnplastic_official

 damnplastic

 **SBG-VIE-LNZ-LJU**

A portrait of Stephanie Sinko, a woman with long blonde hair, smiling. She is wearing a black t-shirt with the text 'DAMN PLASTIC' in white. The background is dark.

STEPHANIE SINKO

**CO-FOUNDER & CEO
THE ANCHOR**

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 stephanie@damnplastic.com

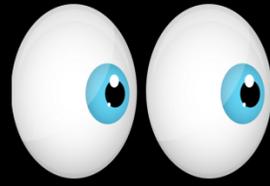
 www.damnplastic.com

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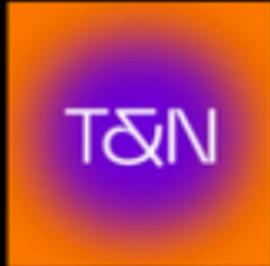
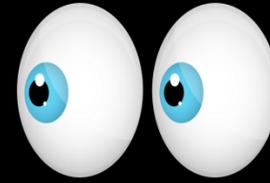
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 **SBG-VIE-LNZ-LJU**



AS SEEN IN :)



AUSTRIAN SDG-AWARD 2020

ZIELE



DAMN PROUD

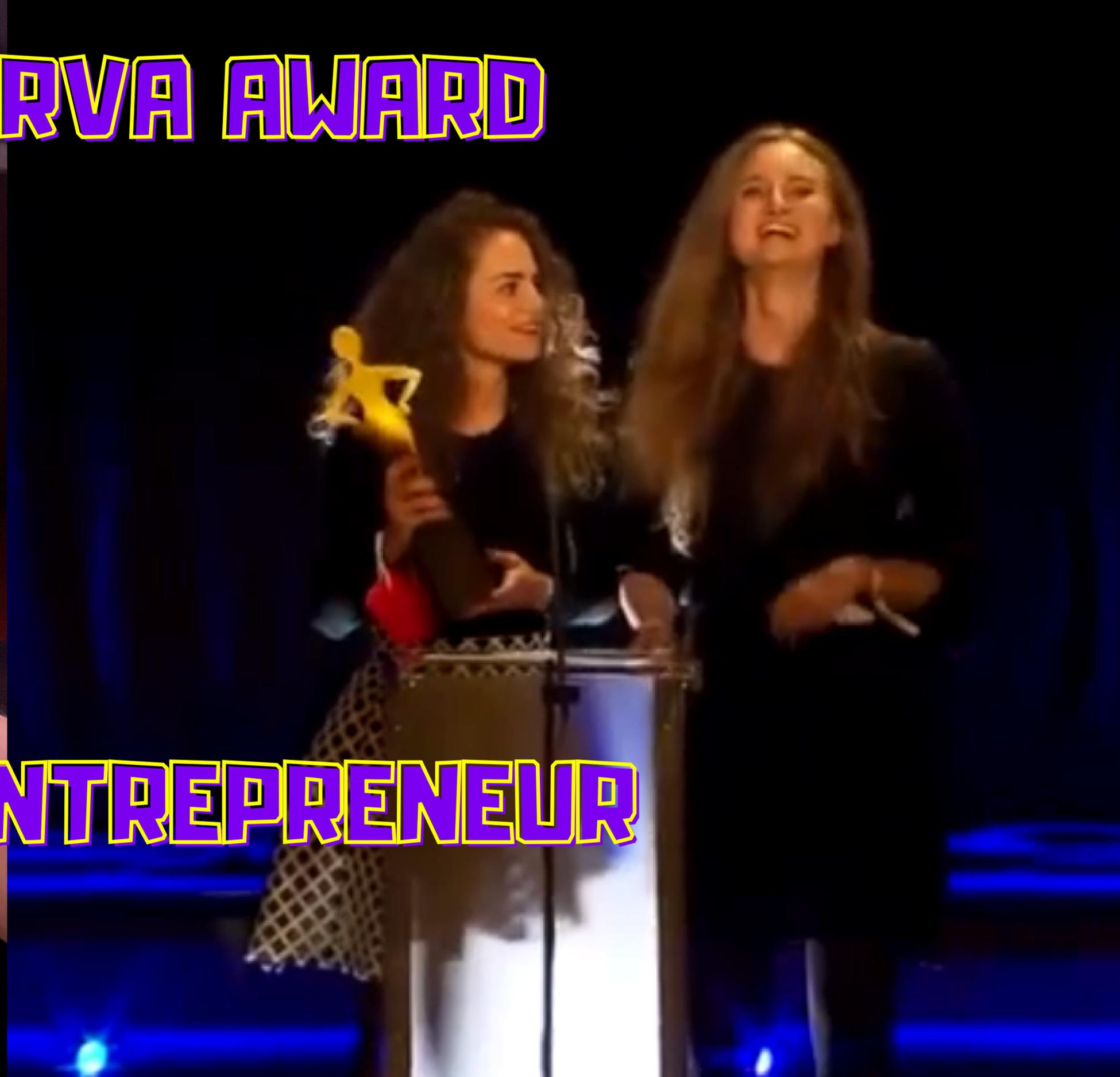


MINERVA AWARD



MINERVA
by SHEconomy
2021
SHEpreneur
Damn Plastic

SHE-ENTREPRENEUR





4
7V
Seven Ventures

START-UP
TICKET
BILLA
BIPA

FRANCHISE
DAMN PLASTIC
VERPAKEMIDEN
DAMN PLASTIC

9.3
B2C B2B
POS-DISPLAYS
RETRA-SYSTEME
PHILINE-SHOP
FRANCHISE
FESTIVALS
EVENTS
HOTELS
GASTRO
CONSULTING
CLEAN-UPS
ZERTIFIKAT
SUMMIT
APP
FRASSTUKKEN

02 MIN
€2 MIO

TV-SHOW

TV-SPOT

ERSTE 
SPARKASSE 

DAMN
PLASTIC



ERGEBNIS

Ranking: Das sind die besten Gründer:innen des Jahres

STARTUP-FOUNDERS OF THE YEAR

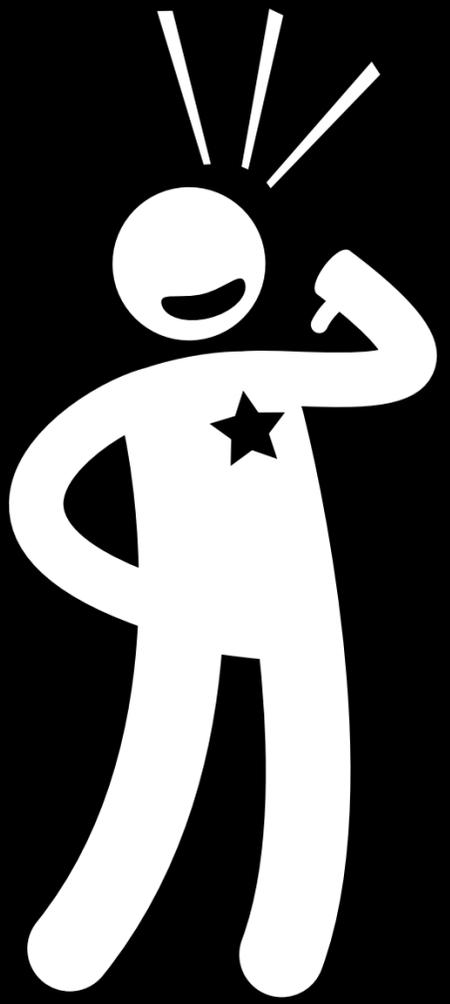
BIPANDA



BLOCKPIT



DAMN PLASITC



CERTIFIED

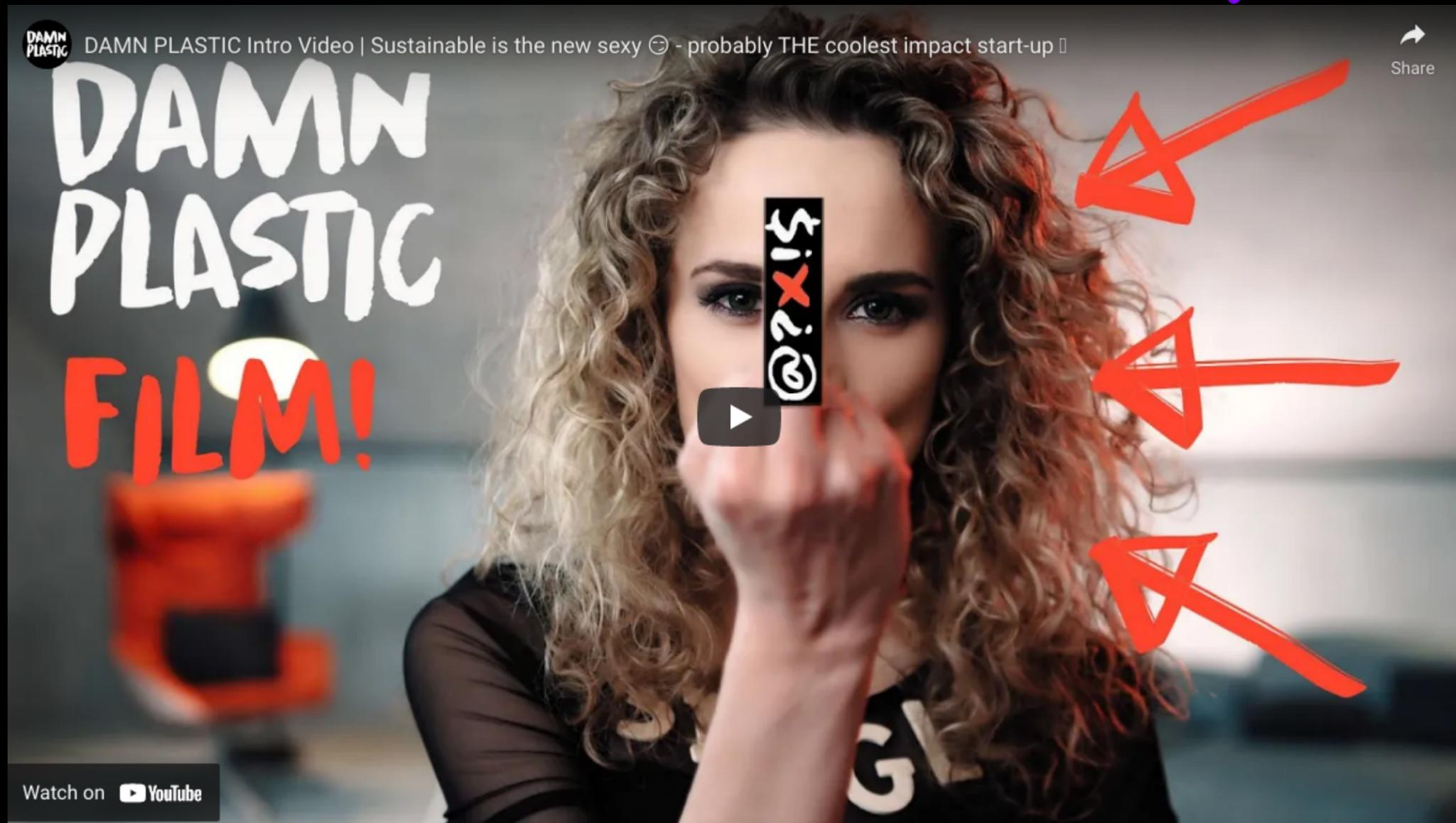
2021

H I P E

A W A R D



WATCH THIS



TV SPOTS



SUSTAINABILITY
SUSTAINABILITY

IS THE CAPTION OF THE FUTURE

IS THE CAPTION OF THE FUTURE

**DAMN
PLASTIC**

TOO BUSY TO CARE ABOUT THE ENVIRONMENT?



**DAMN
PLASTIC**