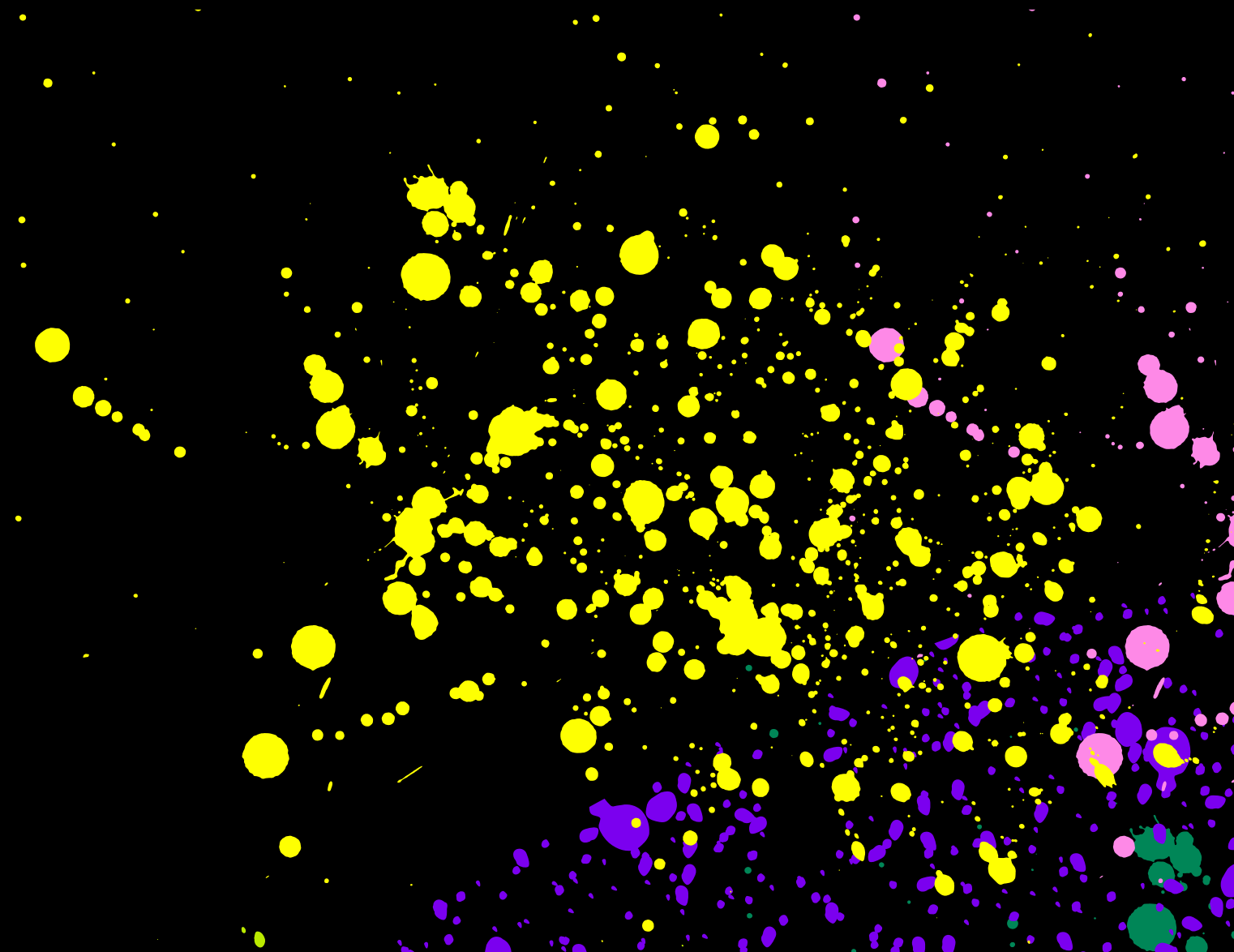




DAMN  
PLASTIC

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



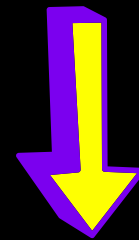
**HAVE YOU EVER BEEN**

**#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.**

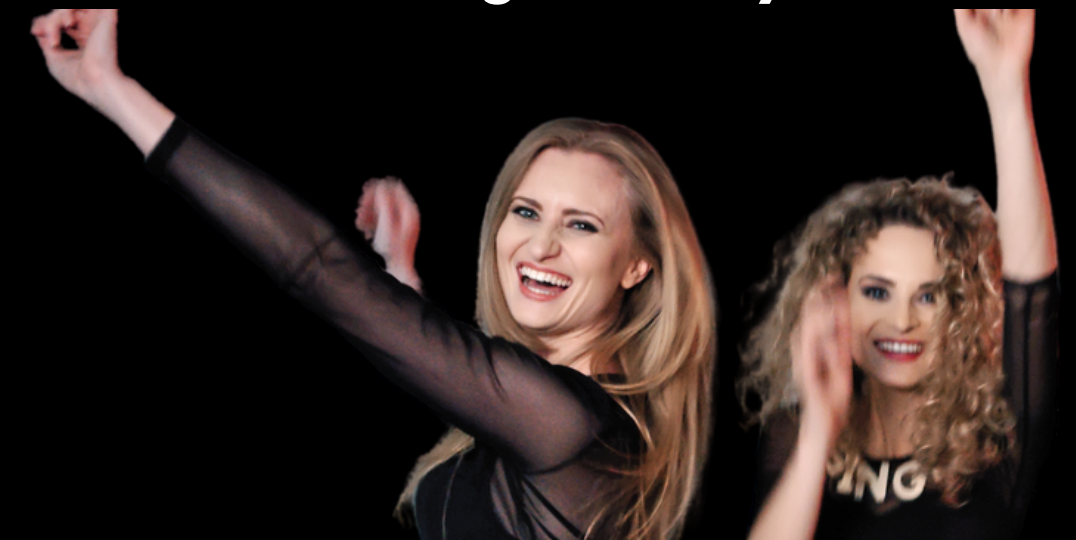
Influencing people's behavior is a result of our work. People are thereby brought into contact with plastic-free products and alternatives to single-use plastic. This gives them the opportunity to decide for the first time. It is not a matter of renouncing.

**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 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.

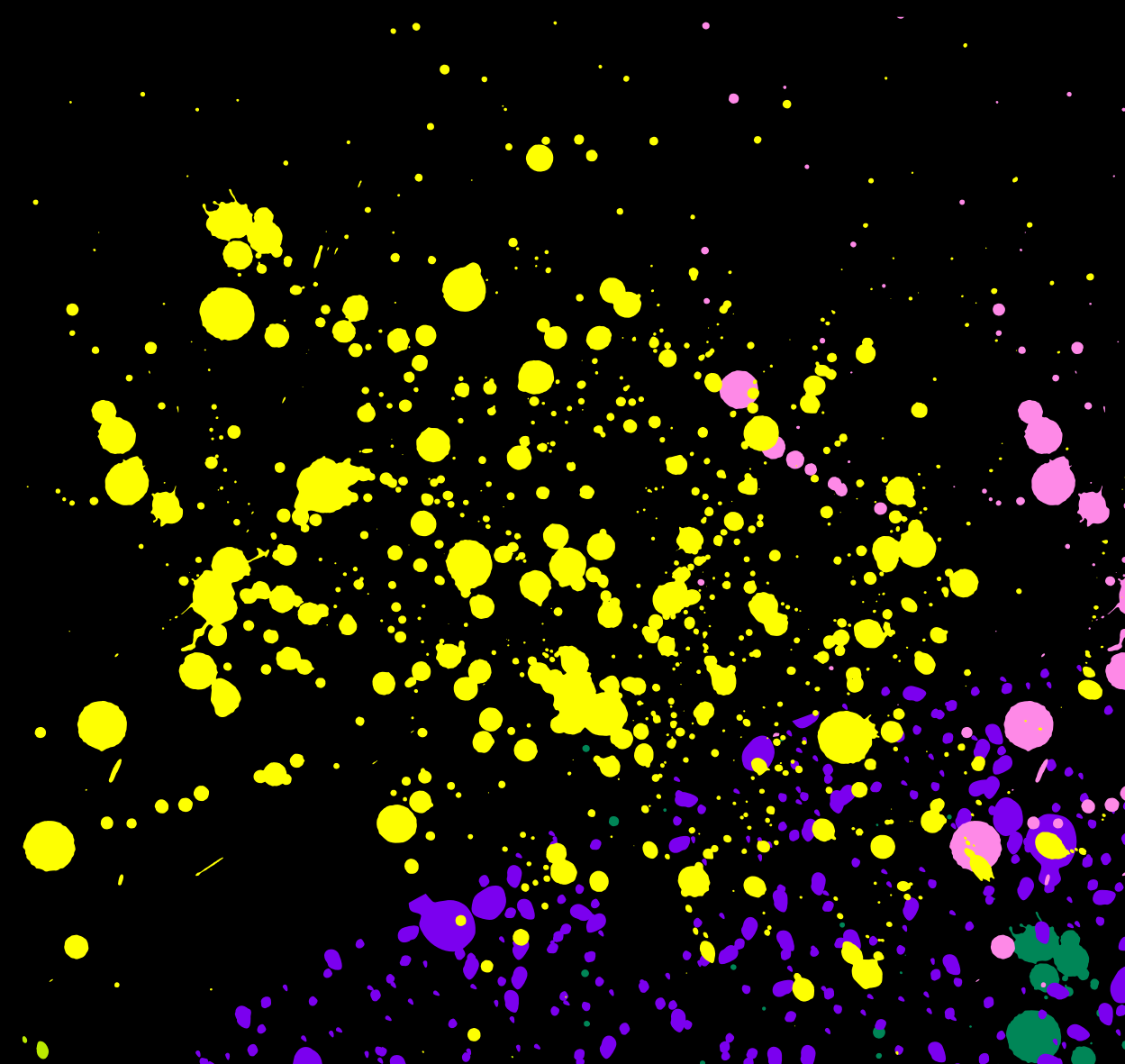
**is a network of game changers.** With this large sortiment of plastic alternatives, we are creating a way to transform the current system we live in. A transformation into a system that aims to integrate sustainability into our everyday lives. From this follows a movement that allows Mother Earth to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



**PRODUCT,**

**SERVICE,**

**TECHNOLOGY.**



# DAMN PRODUCTS AND USP

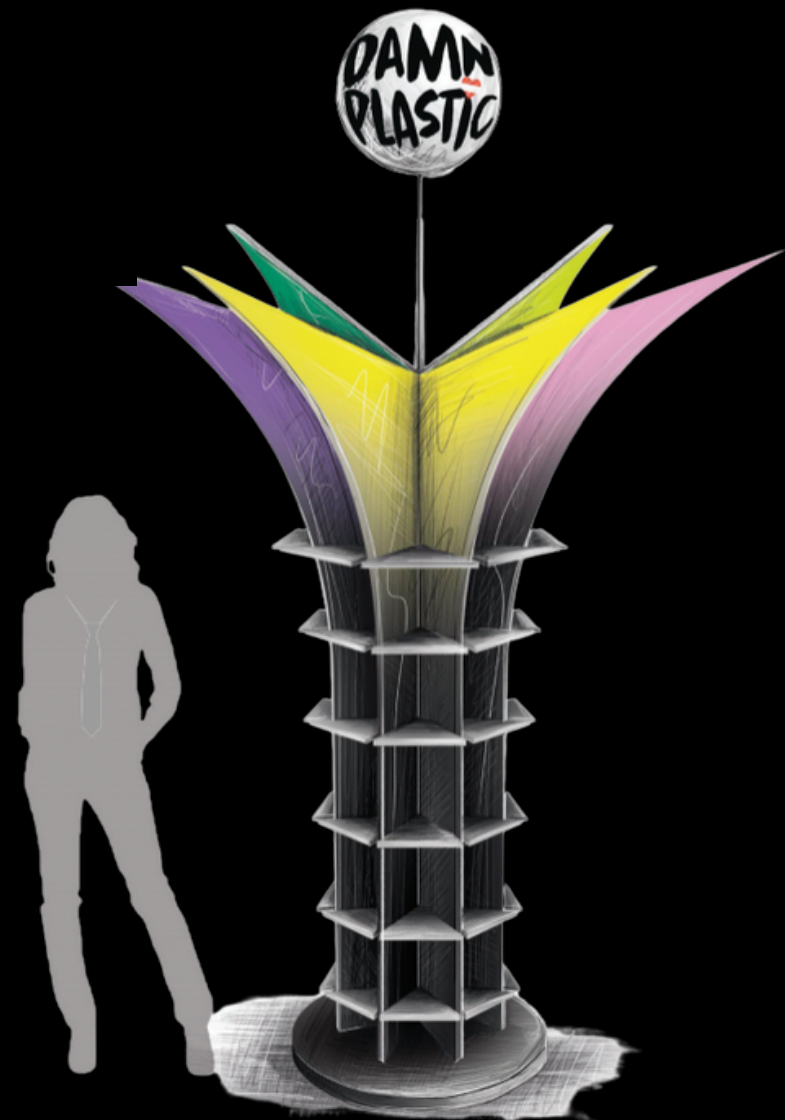
Finally... there is another way how to present sustainability - besides all the classic eco-freaks (sorry).

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

WISCHWALL

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



DAMN PLASTIC

that we do  
support  
chasing  
shop  
sulting  
fication  
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**



PLASTIC FREE EVENT-STUFF

**APPROVED**

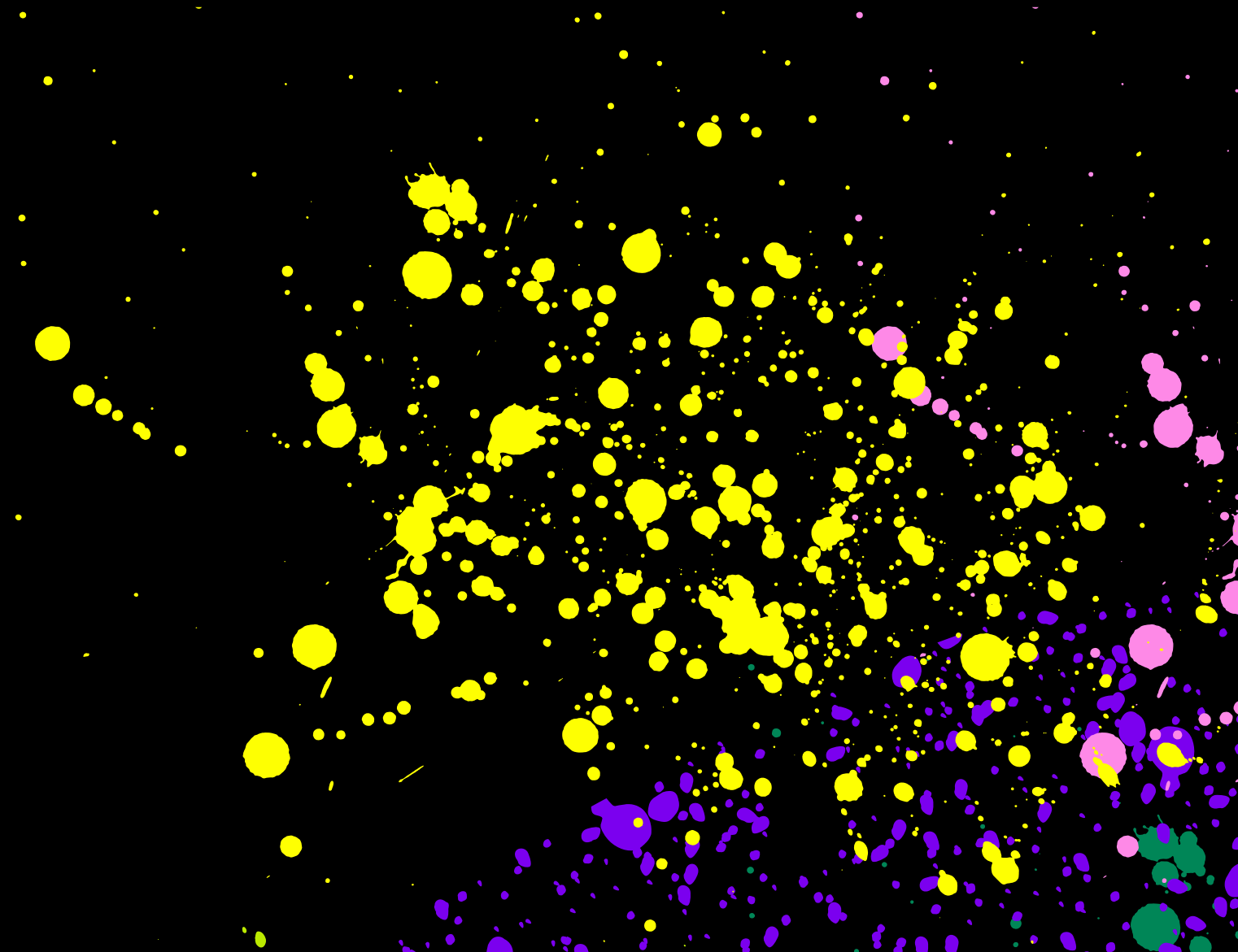
BY

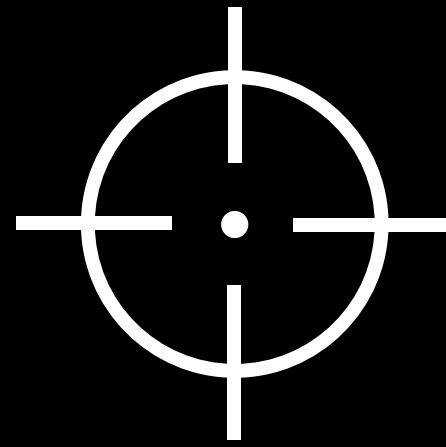
**DAMN  
PLASTIC**



**CUSTOMERS**

**& MARKET**





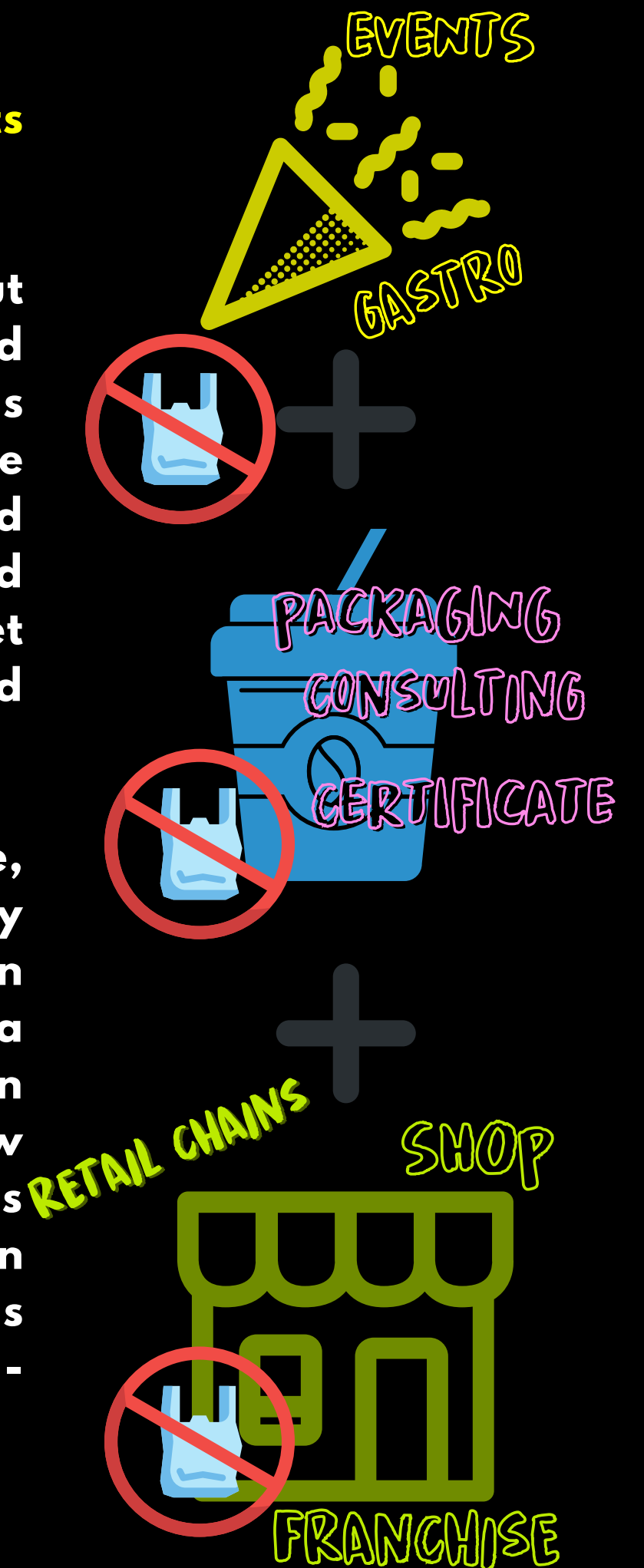
DAMN PLASTIC gets in touch with **every damn head** on this planet. It is not about creating an offer only for young or only for old. **It's about creating an offer that can pick up every person right here and right now.**

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 including 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 don't 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**

**COMPANY  
AUDITS**

**UNIQUE  
FRANCHISESYSTEM**

**PLASTICFREE  
EVENTS**

**DAMN  
PLASTIC**

**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 NEUHOFFER  
HAD THE IDEA AND  
JUST KEEPS  
INVENTING**

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

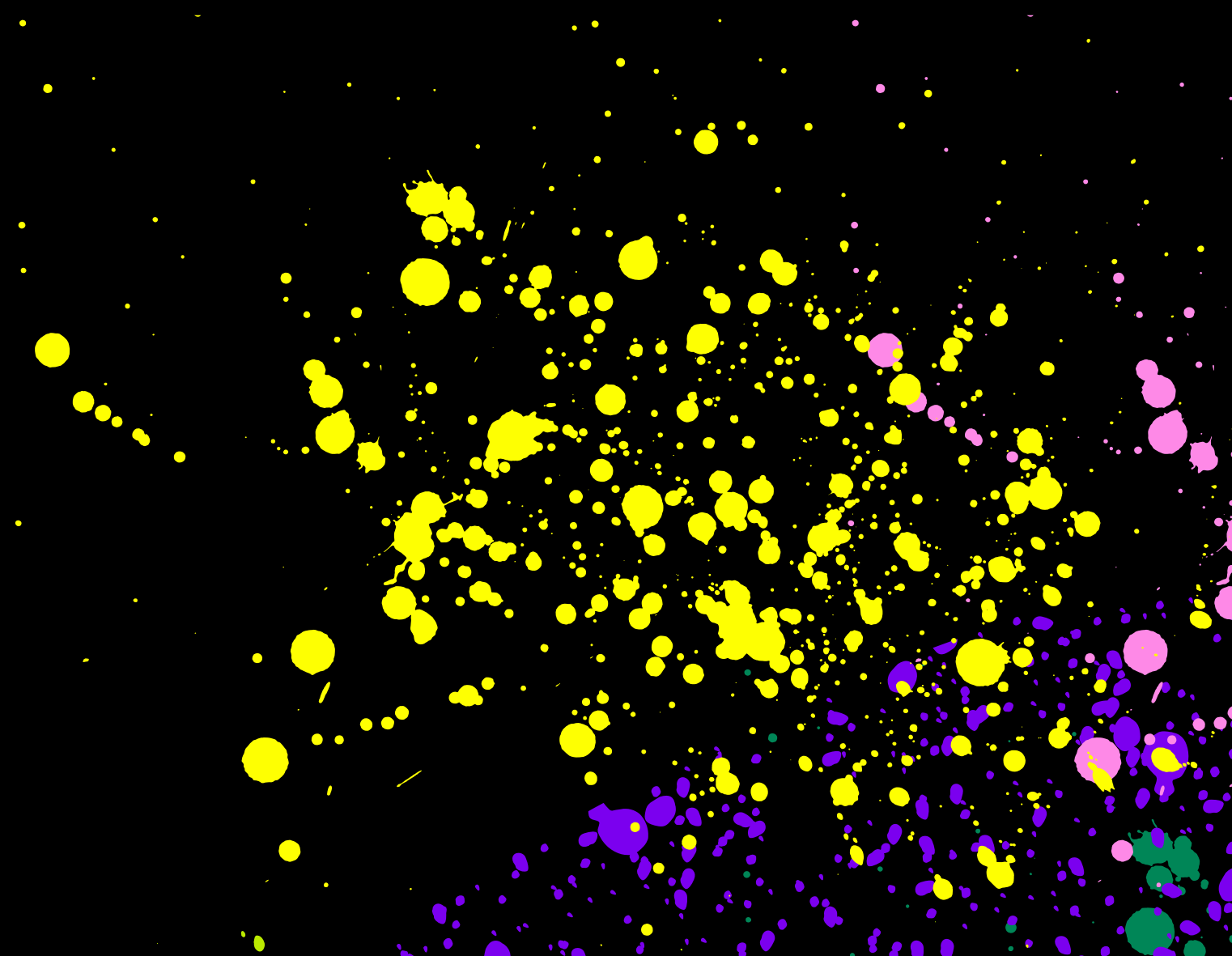


### "THE ANCHOR"

**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.

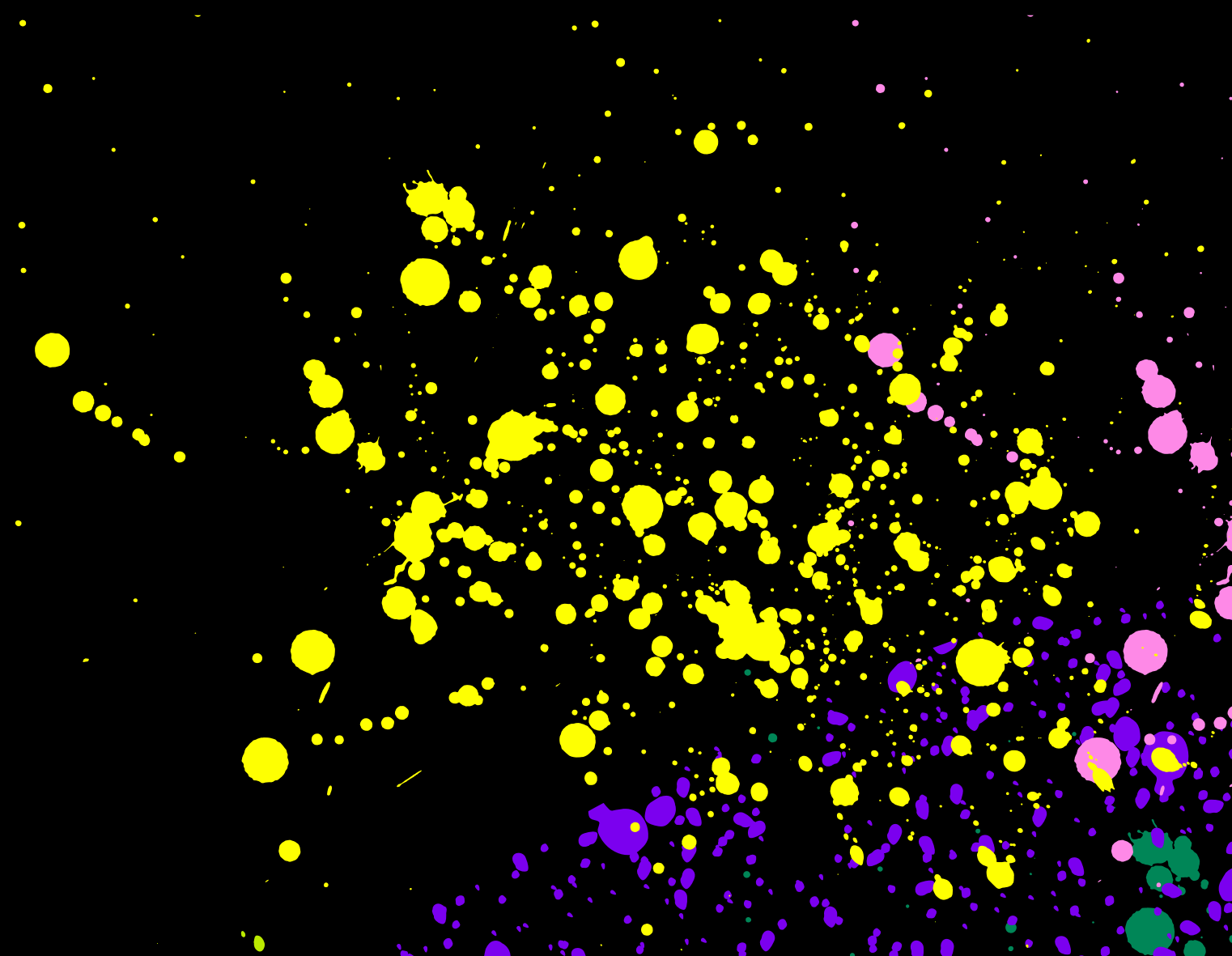
With every damn coin, they can get products that are made out of trash #cleanups or other specials like free train tickets etc.

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**

☎ +43 664 826 1379

✉ victoria@damnplastic.com

🌐 www.damnplastic.com

📷 damnplastic\_official

f 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**

☎ +43 664 528 4424

✉ stephanie@damnplastic.com

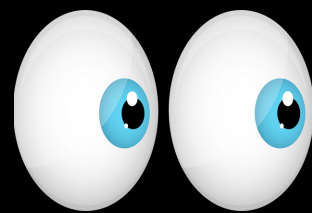
🌐 www.damnplastic.com

📷 damnplastic\_official

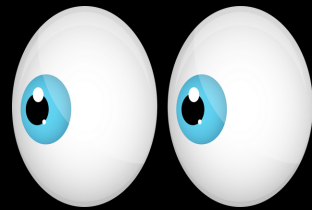
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# damnplastic

🏠 SBG-VIE-LNZ-LJU



AS SEEN IN :)



AUSTRIAN  
SDG-AWARD 2020

ZIELE



DAMN  
PROUD



**MINERVA AWARD**



**MINERVA**  
by SHEconomy  
2021  
**SHEentrepreneur**  
Damn Plastic

**SHE-ENTREPRENEUR**





TV-SHOW

TV-SPOT

ERSTE   
SPARKASSE 



ERGEBNIS

# Ranking: Das sind die besten Gründer:innen des Jahres

# STARTUP-FOUNDERS OF THE YEAR

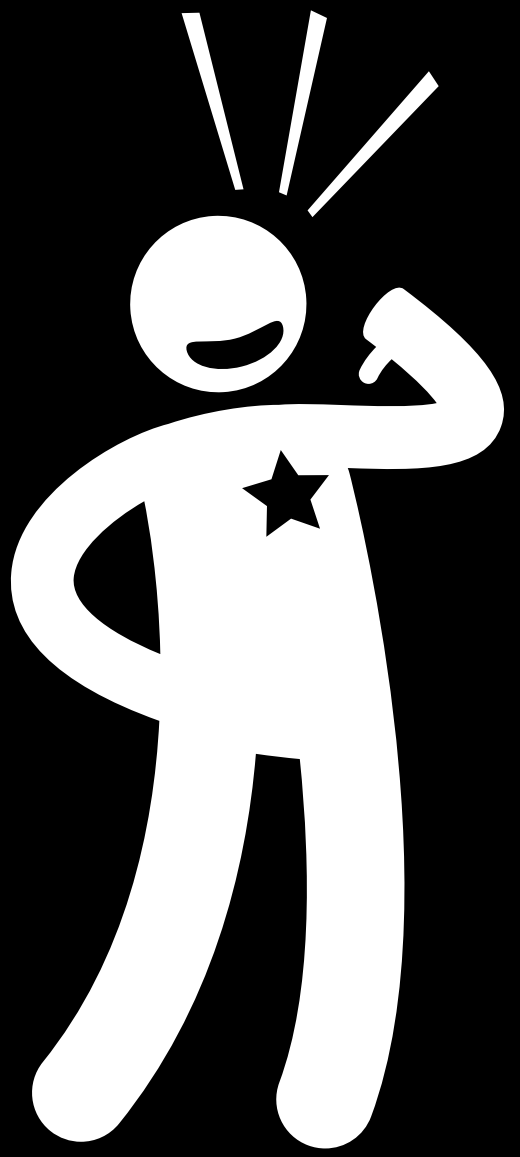
**BIPANDA**



**BLOCKPIT**



**DAMN PLASITC**



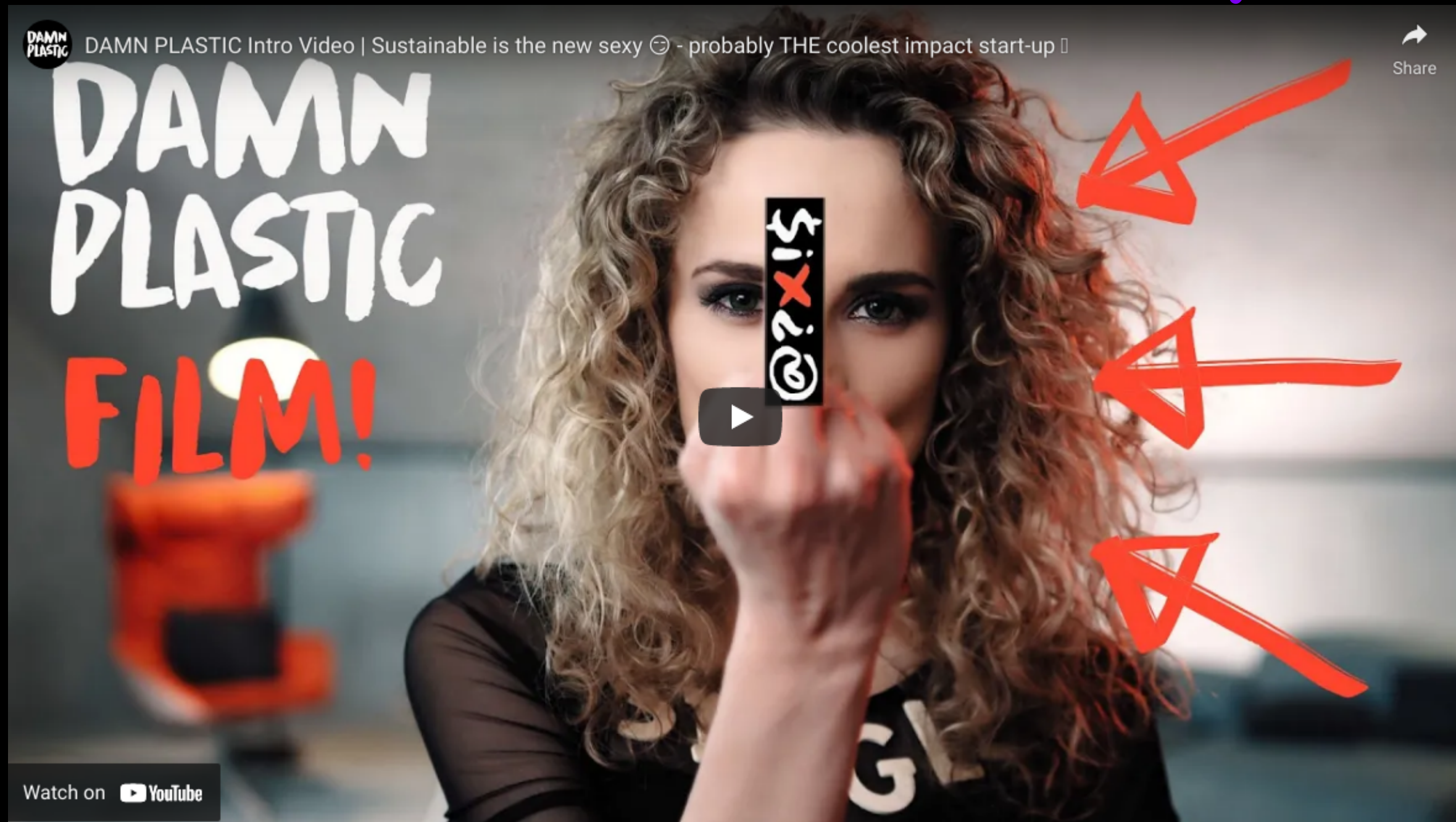
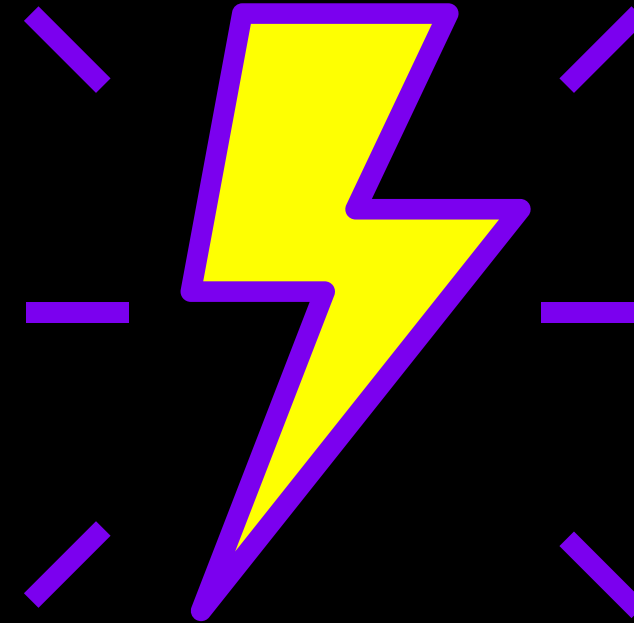
CERTIFIED  
2021  
**HIPE**  

---

**AWARD**



# 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**