

EXECUTIVE SUMMARY

As of now, Indonesia is the world's number 2 contributor for ocean plastic pollution, just after China. Every year, 8 million tonnes of plastic waste is dumped into the ocean; Indonesia contributed to 600.000 tonnes of that. There are several reasons why this is still happening in developed countries like China and Indonesia, one of the biggest reason is poverty. Poverty forced people to keep using single-use plastic, and without proper waste management system, they mainly ended up in the ocean.

normal: living is a circular design studio that mainly revolves around utilizing plastic waste. It has several business models and revenue stream, but its core business model and revenue stream is as a sustainable material supplier. Said sustainable material is made out of 100% recycled plastic that comes from bottle caps, buckets, single-use plastic glass, etc. The sustainable material is in the form of panels/slabs; and can be used in many different applications, such as table tops, wall panels, accessories, furniture, etc.

Our recycled plastic panels serve additional values other than the fact that they are made out of plastic waste. Our plastic panels can serve as an equivalent substitute products for marble, terrazzo, and solid surface. Ours is fairly cheaper or similar in price, but offers a lot more in the physical quality. Our plastic panels are weatherproof, stain-proof, and durable. Since it's made out of 100% recycled plastic, technically, it could last forever; and if it's thrown away, it can always be recycled again. Still, our biggest value lies in the fact that our plastic panels help the earth by reducing the amount of plastic waste going into the land and the ocean.

As of now, we are able to produce the material and products fully in-house (if it's 100% recycled plastic). Unfortunately, the amount of equipments and machineries we have right now prevent us from maximizing our potential. Since we launched, we always have projects going on, and sometimes we have prioritize one project over the other just because we don't have enough machineries. Our next big goal in a few years is to procure more machineries so we can start producing our materials in bulks.