

Kitchen composter

# BOKASHI ORGANKO 2

Create a **circular economy**  
at **your own Home**



## Facts & Trends



- Healthy & sustainable living community is growing fast LOHAS demographic segment 80 million consumers in the world (The Natural Marketing Institute)
- Sustainable Management of the Environment is a global trend The Sustainable Development Agenda 2030 United Nations
- Urban gardeners are a community that is growing worldwide
- Organic solution seekers, who want to preserve the natural environment with their conduct, are willing to invest in the relevant product annual consumption 500 billion dollars (Worldwatch Institute)

### Sustainable life at home:

Refrain from buying or acquiring what you don't really need

Reduce what you need (create a sharing economy)

Reuse what you consume

Recycle what you can

Rot the rest (compost everything you can!)

## Organic waste Facts



- An average household produces a large amount of organic waste on daily basis. It represents up to 30% of all household waste.
- People have inconveniences with collecting organic waste, such as unpleasant odour, annoying insects, expensive additional bags and frequent trips to the waste bin.
- Decomposition of organic waste results in unpleasant odour, attraction of insects, increase of greenhouse gases, groundwater pollution, ...





## Bokashi Organko 2

next generation kitchen composter

Bokashi Organko 2 is the star of the next generation products for the responsible management of the environment.

### WHY?

- Enables easy and responsible disposal of organic waste and helps to contribute to the preservation of a clean environment on a daily basis.
- Exquisitely designed composter compliments any kitchen interior. We use it where it is most convenient- on the kitchen counter!
- We use what we bring home. Instead of waste, we create sources for new circles of life.

## It Facilitates

thinking about the environment & health



With the help of bran with beneficial micro organisms, efficient fermentation process happens instead of rotting. The waste preserves all the important nutrients, which would otherwise be lost.

### HOW?

- it reduces volume of organic waste (up to 25%)- **reduce**
- start kit for circular economy at your home- **recycle**
- it creates new sources for new life- **reuse**

### WHAT?

- a base for a first-rate compost
- fermentation liquid for watering the plants
- a natural drain cleaner

## More advantages of

Bokashi Organko 2



- Properly disposed organic waste does not have an unpleasant odour and does not attract insects.
- Users remove it from the household less frequently.
- Expensive organic waste bags are not necessary.
- In combination with Bokashi bran, it reduces the volume of organic waste for up to 25%.
- Easy cleaning.
- Made from recycled materials.



## Bokashi Organko 2



LID

PRESSER

INTERNAL CONTAINER

EXTERNAL CONTAINER

CARRYING STRAP

CAP



## Bokashi bran

100% natural product



A blend of brans mixed with molasses and enriched with useful micro-organisms (lactic acid bacteria, yeasts, photosynthetic organisms, actinomycetes and enzymatically active fungi)

- It prevents the development of unpleasant odours of organic waste.
- It prevents decay, and preserves a number of nutrients, antioxidants and minerals.
- It prevents the occurrence of greenhouse gasses.
- Effective micro organisms process some harmful substances (some pesticides and other toxins).

## Eco design packaging



- Interactive packaging that supports our sustainability vision and circular economy foundations
- Simple and functional, assembled without any adhesives and it does not contain any redundant materials, following the principles of eco design
- No glue, no extra materials, recyclable and reusable

## Target users for Bokashi Organko 2



Urban families and individuals with preference for sustainable lifestyle



Urban gardeners with outside or indoor gardens



Environmentally conscious design lovers  
Every household - **EVERYONE**



## Augmented reality (AR)



- Virtual 3D render of Bokashi Organko 2
- Animation of how to use it
- Short preview of documentary Who am I
- Link to more information
- Link to online shop

### How to use it?

1. Go to App store and download ZAPPAR app
2. Scan the zapcode
3. Watch it come to life and enjoy

## Awards



The Bokashi Organko 2 is made of recycled materials. You take care of the waste in the most beautiful and convenient way right where it is generated- in the kitchen! **The Bokashi Organko 2 has already received several distinguished international recognitions.**

The most prominent among them are two **Solutions 2019**, awarded at the largest consumer goods fair in Frankfurt, Ambiente 2019, and the prestigious **Red Dot Award for product design**. It was also selected as a winner of the prestigious **Big SEE Product Design Award 2019**.

**solutions 2019**



**reddot award 2019**  
winner



**BIGSEE  
PRODUCTDESIGN  
AWARD 2019  
WINNER**

## Marketing materials

- Video
- Animation
- AR flyer
- Photo
- Catalog
- Flyer
- Packaging





## Placement

suggestion of placement



## New colors

Olive



Cappuccino





Ocean



Same functionality, same design, different material.

Made from hand-picked and recycled fishing nets.

At least 30 % of the product from recycled fishing nets.

There is at least 600 g of fishing nets in one Organko.





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