# Kitchen composter BOKASHI ORGANKO 2

Create a circular economy at your own Home





- 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:

what you don't really need

Reuse what you consume

### Organic waste facts

- waste.

• An average household produces a large amount of organic waste on daily basis. It represents up to 30% of all household

• People have inconveniences with collecting organic waste, such as unpleasant odour, annoying insects, expensive additional bags and frequent trips to the waste bin.

• Decompositi on of organic waste results in unpleasant odour, attraction of insects, increase of greenhouse gases, groundwater pollution, ...



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

• 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

• We use what we bring home. Instead of waste, we create sources for new circles of life.



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



- Easy cleaning.

• 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%.

• Made from recycled materials.

## <u>Bokashi Organko 2</u>





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)

- waste.

• It prevents the development of unpleasant odours of organic

• 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

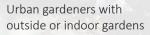


- Interactive packaging that supports our sustainability vision and circular economy foundations
- Simple and functional, assembled without any adhesives and it does not contain any redundant materials, following the principles of eco design
- No glue, no extra materials, recyclable and reusable

Urban families and individuals with preferency for sustainable lifestyle

Bokashi O

Target users For





Enviromentally conscious design lovers

Every household -**EVERYONE** 

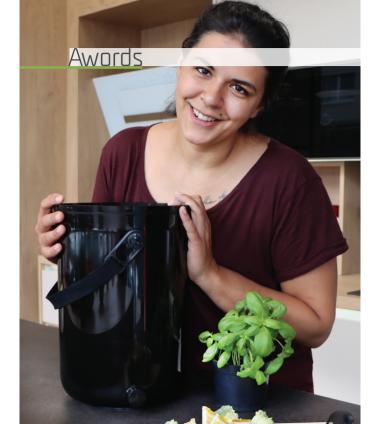
## <u>Augmented reality (AR)</u>



- 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



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

ATOEX-AI

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



CHOOSE A COLOURFUL, ZERO-WASTE FUTURE

Skaza

Urban ecological gardening

Circular management of biological waste

Zero-waste lifestyle

Composting of biological

BOKASHI ORGANKO 2 KITCHEN COMPOSTER OF THE NEXT GENERATION







#### Olive



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.



Ocean



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