

# DOWLIS

• • • *INSPIRED BRANDING*

+44 (0) 300 303 3545  
eco@dowlis.com

# SUSTAINABLE COLLECTION

**Our mission is twofold: to help reduce plastic waste; and to directly contribute to a better life for those less fortunate across the globe.**

We're therefore proud to launch our new label, WOW: the sustainable collection of promotional brands produced in a green, circular and/or 100% FairChain way. It's new, hip, innovative and... most of all, green! The WOW label is made up of gifts with a real-life story of change from people who want to make a difference. We offer a collection of gifts that are not only unique and innovative but also sustainable. A special gift for a special moment.

The WOW collection will continuously add new brands telling new stories, with the ultimate aim of shifting the promotional market as a whole towards more sustainably produced gifts.



**Good for you!**



**Good for nature!**



BAG  
BY NATURE

## SEED FOR FOOD

BAG TO NATURE, GROW  
YOUR OWN ORGANIC  
VEGETABLES RIGHT AT  
HOME. HEALTHY, EASY  
AND FUN.

M  
MOYEE

## MOYEE COFFEE

WITH CHOCOLATE BAR  
FROM FAIRTRADE RUBBER  
TO PREMIUM COFFEE AND  
CHOCOLATE BAR FOR A  
MINDFUL MOMENT

FRANK

## FRANK ABOUT TEA

DIRECT TRADE FROM  
TEA PRODUCER TO  
TASTEFULL CUP OF  
TEA FOR A GREAT  
MORNING

ROCKS

## ROCK BOOK

STONE WASTE  
NOTEBOOK TO  
TE WONDERS  
STORIES

PINEUT

## PINEUT LIQUEUR

DO IT YOURSELF LIQUEUR  
WITH NATURAL INGREDIENTS  
SIMPLE AND FUN TO MAKE

Dutch

## BIKE LED

SMART LED SOLUTION  
WITH POWERFUL  
OUTDOOR AND FOUR  
LIGHT SET THAT  
LASTS FOR HOURS

RESCUED

## CANDLE LIGHT

FROM USED COOKWARE  
ON THE WINDWARD  
CANDLE LIGHT THAT  
BURNS YOUR HEART  
COMES

## SOAP

FROM WASTE TO  
ORGANIC SOAP  
FOR A REFRESHING  
MOMENT

HEALTHY

## SEAS SOCKS

FROM ABANDONED  
FISHING NETS TO  
SOCKS. FEELS GOOD  
LOOKS GREAT

## MOYEE COFFEE

WITH CHOCOLATE BAR  
FROM FAIRTRADE RUBBER  
TO PREMIUM COFFEE AND  
CHOCOLATE BAR FOR A  
MINDFUL MOMENT

PINEUT

## PINEUT LIQUEUR

DO IT YOURSELF LIQUEUR  
WITH NATURAL INGREDIENTS  
SIMPLE AND FUN TO MAKE

## JEWELRY POST CARD

DIRECT TRADE  
FROM RUBBER  
WASTE TO A  
LITTLE TREASURE  
FOR YOU



# COLLECTION

**FROM WASTE TO..**



**FROM FAIRCHAIN FARMER TO..**



**SMART SOLUTIONS..**







**FROM  
WASTE TO...**





FROM ABANDONED FISHING NETS TO  
**SEAS SOCKS**





FROM ABANDONED FISHING NETS TO  
**SEAS SOCKS**

Text packaging

**FROM ABANDONED  
FISHING NETS TO SOCKS,  
FEELS GOOD LOOKS GREAT!**

Wow! Wearing these socks means you're helping to recover abandoned fishing nets that pollute our seas and coasts. Healthy Seas collected 375 tons, that's 826,000 pounds, of nets and lost fishing gear with the help of divers and fishermen. We re-cycle the nets as well as other waste into high-quality ECONYL® yarn. The cotton in this product is also 100% certified organic, meaning it's grown without any chemicals. Better for nature, better for the farmer, and softer for our feet! Feels good, looks great.

**"A THING OF TRUE  
BEAUTY IS A JOY FOREVER"**





FROM USED COOKING OIL TO  
**GREASE LIGHTNING**





Text packaging

**FROM USED COOKING OIL  
TO A WONDERFUL CANDLE  
LIGHT THAT BRINGS YOU  
HOMELY COSINESS**

Wow! This candle is made from used cooking oil from restaurants – oil that’s too useful to be thrown away. So we give it a new life – as grease lightning, literally! Contributing to a better world can be as easy as striking a match. The candle holders are made from recycled pickle jars to bring you light.

MADE FROM USED COOKING OIL

**“FROM WASTE  
TO WONDERFUL”**

FROM USED COOKING OIL TO  
**GREASE LIGHTNING**





HEROES

FROM STONE WASTE TO  
**ROCKBOOK**







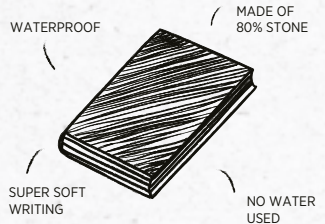
FROM STONE WASTE TO

# ROCKBOOK

Text packaging

## FROM STONE WASTE TO A NOTEBOOK TO CREATE WONDERFUL STORIES!

Wow! The clue's in the title: the paper in this Rockbook really is made from 80% stone waste, plus a little resin (HDPE) to bind the stone powder. The result is a cradle-to-cradle certified material that can be infinitely recycled. Stone paper uses far fewer resources (no trees, no water, no bleach, and no toxins) in production, and it can be re-used over and over again! On behalf of us all at On The Rocks, a big high five!



“THE WORLD NEEDS MORE ROCKSTARS”





FROM WASTE TO  
**STRAWS**





Text packaging

## 100% ECO-FRIENDLY STRAWS MADE FROM NATUREL STRAWS MAKES EVERY DRINK A FESTIVE

Wow! In Europe every year, we use at least 36.4 million plastic straws. Hey, plastic straws are so last century! These 100% eco-friendly straws are made from... straw?! Our straws grow in nature and are 100% organic, biodegradable and compost-able. No plastic, no PLA (corn starch) – just a real straw! Try it for yourself drink from a real straw! Each straw is hand-cut to 20 centimeter long, and they are different in diameter.

**“UPCYCLING DESIGN DO NOT  
WASTE, UPCYCLE!”**

FROM WASTE TO  
**STRAWS**





FROM ORANGE PEELS AND COFFEE GROUNDS TO  
**ORGANIC SOAP**







Text packaging

## FROM WASTE TO ORGANIC SOAP FOR A REFRESHING MOMENT

Wow! Worldwide, we produce 46 billion kilograms of orange peel and around 50 billion kilograms of coffee grounds each year--both by-products of our daily consumption of fresh coffee and orange juice. What's left over just gets thrown away. 'SOOP' is made from leftover orange peel and coffee grounds, but more importantly to utilise the natural fragrance, scrubbing qualities, cleansing power, and colour of coffee and citrus for your skin. 'SOOP, to our bright future!

FROM ORANGE PEELS AND COFFEE GROUNDS TO  
**ORGANIC SOAP**





FROM COFFEE WASTE TO  
**NOTEBOOK**







FROM COFFEE WASTE TO  
**NOTEBOOK**

Text packaging

## FROM COFFEE WASTE TO A HANDMADE NOTEBOOK TO CREATE WONDERFUL STORIES!

Wow! The Netherlands alone generates 120 million kilograms of waste coffee grounds annually. Coffee Based makes coffee more valuable than simply a cup of coffee: we're turning the coffee industry upside down! The cover of this notebook is made from the waste grounds of a single cup of coffee. The paper is 100% recycled, meaning there's zero deforestation in its production process and it's as environmentally friendly as possible.



- 72% ENERGY



- 100% WOOD



- 83% WATER



- 53% CO2

**“ANYTHING CAN HAPPEN  
OVER A CUP OF COFFEE”**





FROM COFFEE WASTE TO  
**FLOWER POT**







FROM COFFEE WASTE TO

# FLOWER POT

Text packaging

## FROM COFFEE WASTE TO A BIODEGRADABLE FLOWER POT FOR MORE GREEN AT HOME!

Wow! The Netherlands generates 120 million kilograms of waste coffee grounds annually. This flower pot is made from the grounds that are produced when making a single cup of coffee. And it's customizable with your company logo, making it the perfect pot to inject a little green into your office.



“ANYTHING CAN HAPPEN OVER A CUP OF COFFEE”





FROM STEEL WASTE TO  
**TO A DESIGN CANDLELIGHT**







Text packaging

## FROM STEEL WASTE TO A DESIGN CANDLELIGHT FOR A COZY DINNER.

WOW! The STEEL LIGHT dresses good old-fashioned candlelight in contemporary fashion. The steel is waste material of a Dutch factory and the powder-coated top element is magnetic. The elements can be placed on either side of a tablecloth. Although we feel obligated to warn you to mind the dripping wax and not to play with fire.

### IN THE BOX:

1X STEEL COASTER

**“UPCYCLING DESIGN DO NOT WASTE, UPCYCLE!”**

FROM STEEL WASTE TO  
**TO A DESIGN CANDLELIGHT**





FROM WASTE TO  
**TO YOUR OWN DESIGNER LAMP**





#### IN THE BOX

1x box  
1x canopy  
1x fitting  
1x wire  
1x strain relief canopy  
1 x strain relief ceiling  
1x sanding paper  
1x cotton yarn  
1x instruction manual:  
how to make your  
own bottle lamp

#### NOT IN THE BOX

Methylated spirit  
Bottle  
Light bulb

Text packaging

## FROM EMPTY WINE BOTTLE TO YOUR YOUR OWN DESIGNER LAMP

WOW! We just love DIY and we love to share that with you. That is why we created the BOTTLE BOX. What's inside the box? About everything you need to make your own designer lamp. Detailed instructions take you step by step through the process. The only thing you need to do is bring an empty wine bottle to the table. It makes for a great present too. But we do recommend that if you also give the host a bottle of wine, you might want to make sure it is a full one.

#### CHOOSE YOUR OWN

- Coloured wire
- Fitting

**“UPCYCLING DESIGN DO NOT  
WASTE, UPCYCLE!”**

FROM WASTE TO  
**TO YOUR OWN DESIGNER**





FROM UNUSED FURNITURE FABRIC TO  
**TABLET SLEEVE**





FROM UNUSED FURNITURE FABRIC TO  
**TABLET SLEEVE**

Text packaging

## **FROM UNUSED FURNITURE FABRIC TO SOFT TABLET SLEEVE FOR PERFECT PROTECTION!**

Wow! This stylish iPad and tablet sleeve is made from felt, while the detailing is made from leather for an extra-chic look. The entire sleeve is made up of leftover fabric that comes from a furniture factory in Ahrend. The fabric is trimmed to size and sewn into beautiful sleeves in a socially responsible warehouse. The sleeve is suitable for the iPad Air 1 & 2 and all 10.1-inch Samsung Galaxy models. The inside measurements of the sleeve are 17 x 25 cm.

HANDMADE IN SOCIALLY RESPONSIBLE  
WAREHOUSE / MADE FROM LEFTOVER  
FURNITURE FABRICS

**“SUSTAINABLE DESIGN  
WITH A TWIST”**







FROM USED CLOTHES & TEXTILES TO

# CIRCULAIR BASICS





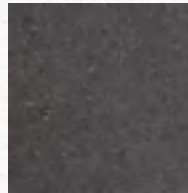
## THE RECYCLED FABRIC CHAIN

### CHOOSE YOUR COLOUR



#### Brisk blend

Unsorted recycled clothing



#### Chalkboard black

Recycled black fashion items



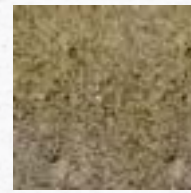
#### Care White

Recycled hospital clothing



#### Sky Blue

Old uniforms worn by KLM  
air stewards/stewardesses



#### Defence Green

Old army uniforms

### CHOOSE YOUR PRODUCT

**BAGS | SLEEVES | ACCESSORIES**

## FROM USED CLOTHES TO CIRCULAIR BASICS FOR YOUR DAILY NEEDS

I-did collects pallets full of old company uniforms, such as KLM Airlines, the army, hospitals and post consumer clothing. The clothing is then broken down into fibres and turned into sturdy felt. Felt is the hip fabric trend of 2018! The items are produced in social workshops in the Netherlands. The employees are trained, and 70% of them return to a long-term paid job within their expertise after their training period. It's a win-win situation.

### Alle items:

- **Circular:** can go back into the chain
- **Material:** recycled fabric
- **Water-repellent:** water runs off the fabric naturally, however, a big soak or wash is not advisable

FROM USED CLOTHES & TEXTILES TO

# CIRCULAIR BASICS



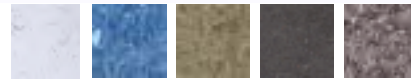
## IT'S TIME TO DO SOMETHING BAG



### **Tote: circulaire shoulder bag**

B: 52cm x H: 44 cm x D: 7 cm  
Available in five colours

A basic bag that you can use for everything: work, groceries or cabin baggage on the plane. The straps mean you can wear it stylishly over your shoulder.



### **Baggie: Circulaire bag**

B: 32 cm x H: 20 cm x D: 7 cm  
Available in five colours

A small, multi-functional bag that can be used for your writing utensils, toiletries or laptop power pack. The sturdy zipper means nothing can fall out.



### **Flip Fancy: circular file organiser**

Closed B: 10,5 cm x H: 20,5cm  
Open B 21cm x H 20,5cm  
Available in five colours

Keep everything neatly together with this personal organiser: there's space for various cards and documents, and even your mobile phone is protected in its own felt pouch.



### **Zippy: circular tablet sleeve**

L 22 cm x B 35 cm  
Available in five colours

Your tablet is always well protected in this felt sleeve – and the zipper at the top provides extra security. Thanks to the rounded design and the cool material, your sleeve will always stand out as you walk through the city or the office.

FROM USED CLOTHES & TEXTILES TO  
**CIRCULAIR BASICS**







FROM USED CLOTHES & TEXTILES TO  
**CIRCULAIR BASICS**



FROM WASTE DENIM TO  
**MUD JEANS**

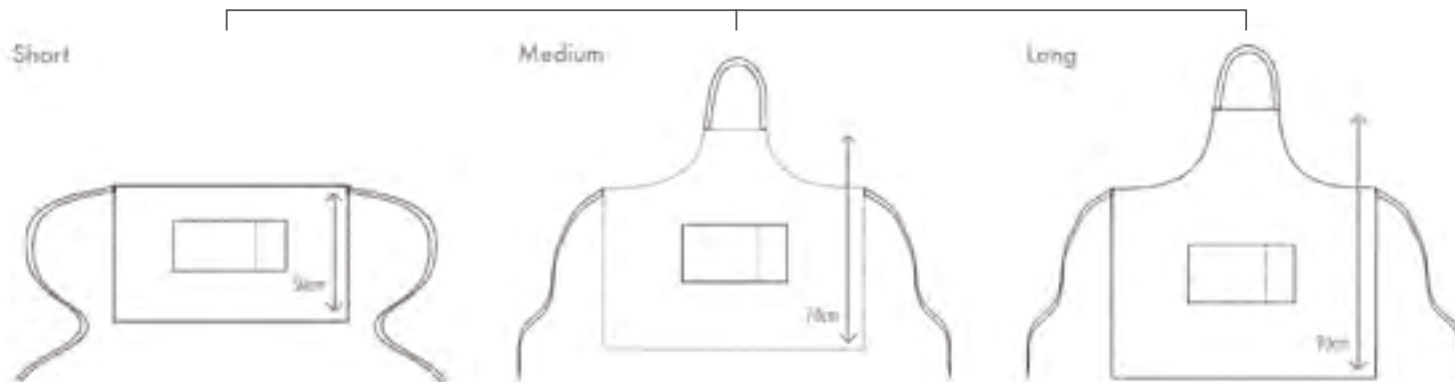




## CHOOSE YOUR COLOUR



## CHOOSE YOUR SIZE



## FROM RECYCLED DENIM TO 'MUD JEANS' APRONS, DO GOOD LOOK FANCY!

Wow! MUD Jeans is a Dutch circular denim brand. We encourage brands and companies to take part in the circular movement, but unfortunately dressing their staff in jeans is not always feasible. Now we introduce the next best thing: denim aprons, made from 40% recycled old jeans and 60% organic cotton. Full customization is possible for your brand

**"A WORLD WITHOUT WASTE,  
DO GOOD, LOOK FANCY"**

FROM WASTE DENIM TO  
**MUD JEANS**





FROM ADVERTISING WASTE TO  
**STYLISH BAGS**







FROM ADVERTISING WASTE TO  
**STYLISH BAGS**

Text packaging

## **FROM PROMOMATERIAL WASTE TO A UNIQUE, STYLISH, ONE-OF-A-KIND BAG**

This bag is made from leftover fabric, like old flags or banners. Beat the Bag gives old promotional materials a new lease of life. By using this bag, you're reducing waste, helping people find work, and never needing to buy a plastic bag in a store again. Let's Beat the Bag!

**100%**  
**UPCYCLED &  
HANDMADE  
IN HOLLAND**

**"LET'S BEAT THE BAG"**



FROM RESCUED VEGGIES TO  
**KROMKOMMER SOUP**







**1-PACK**  
CUSTOM CARD



**2-PACK**  
CUSTOM BOX



**1-PACK**  
CUSTOM HEADCARD

Backside text packaging

## FROM RESCUED VEGGIES TO A SUPER PURE AND YUMMIE SOUP

WOW! About 10% of all fruit and vegetables is wasted because of their looks or because there are simply too many of them. Wasting super yummy food? No Way! Together with the Kromcommunity we rescue wonky veggies and turn them into pure, tasty soups.

### **KROMKOMMER SOUP IS:**

- 100% plant-based (vegan)
- No added sugar
- No artificial ingredients
- Gluten and lactose free

FROM RESCUED VEGGIES TO  
**KROMKOMMER SOUP**





### We have 7 Veggie Soups.

We rescue vegetables throughout the seasons. That's why we offer different flavours in summer than in winter.

- Beetroot soup
- Courgette soup
- Cold soup
- Parsnip soup
- Pumpkin soup
- Tomato and rosemary soup
- Tomato soup
- Carrot soup

The soup comes packaged in a clear bag (570 ml) that doesn't need to be stored chilled. The soup is so chock-full of wonky vegetables that there's no room for added sugars, gluten, lactose or E-numbers. Our soup is 100% plant-based.

**“CELEBRATE THE WONKY VEGGIES”**

FROM RESCUED VEGGIES TO  
**KROMKOMMER SOUP**







FROM UNSOLD BREAD TO  
**PALE ALE BEER**



FROM UNSOLD BREAD TO  
**PALE ALE BEER (2-PACK)**

Text packaging (2- & 5-pack)

## FROM UNSOLD BREAD TO PALE ALE BEER. TOOLS DOWN, IT IS TIME FOR A BEER!

Wow! Every year in the Netherlands, 120 million kilograms of bread – or 150 million loaves – are thrown away. That’s quite the bread mountain. Toost beer is brewed using unsold bread from Amsterdam bakery Bbrood, and is made by Amsterdam brewery Branje Bier. During the brewing process, part of the malt is replaced with this toasted bread. Toost is a classic Pale Ale: hops give the beer a light bitterness and a fruity, citrusy aroma. The bread balance out the bitterness of the hops. The word “Toost” is a cross between the Dutch word for “Cheers!” (making a toast) and the English word for toasted bread.

**“TOAST TO THE FUTURE”**







FROM UNSOLD BREAD TO  
**PALE ALE BEER (5-PACK)**



BASED ON UGLY FRUIT  
**ICED TEA**





Moringa Tea



Black Tea

## TWO TASTES

### Ginger lemon Iced Tea

Save 1 stub of ginger & 1 lemon from being useless

### Apple Nettle Iced Tea

Thijs has saved 67.855 kg fresh fruit.

- Biological
- SKAL certified
- 100% natural ingredients
- Vegan
- Gluten free

BASED ON UGLY FRUIT  
**ICED TEA**



2-PACK

Text packaging

## BASED ON UGLY FRUIT TO TASTEFUL ICED TEA. TASTE THE WASTE!

Wow! Did you know that about a third of our food production is being wasted? Waste is something to work with. Thijs Tea is an iced tea brewed with organic tea and flavored with second hand fruit that's labeled as 'waste'. However, Thijs Tea is fresh, sustainable, responsible and delicious!

“TASTE THE WASTE,  
IT'S DELICIOUS”

FROM REJECTED FRUIT TO  
**ICED TEA**







**FROM  
FAIRCHAIN  
FARMER TO...**





FROM DIRECT TRADE TO  
**ORGANIC TEA**





Text packaging

# DIRECT TRADE FROM TEA PRODUCER INTO YOUR FAVOURITE CUP FOR A GREAT MORNING

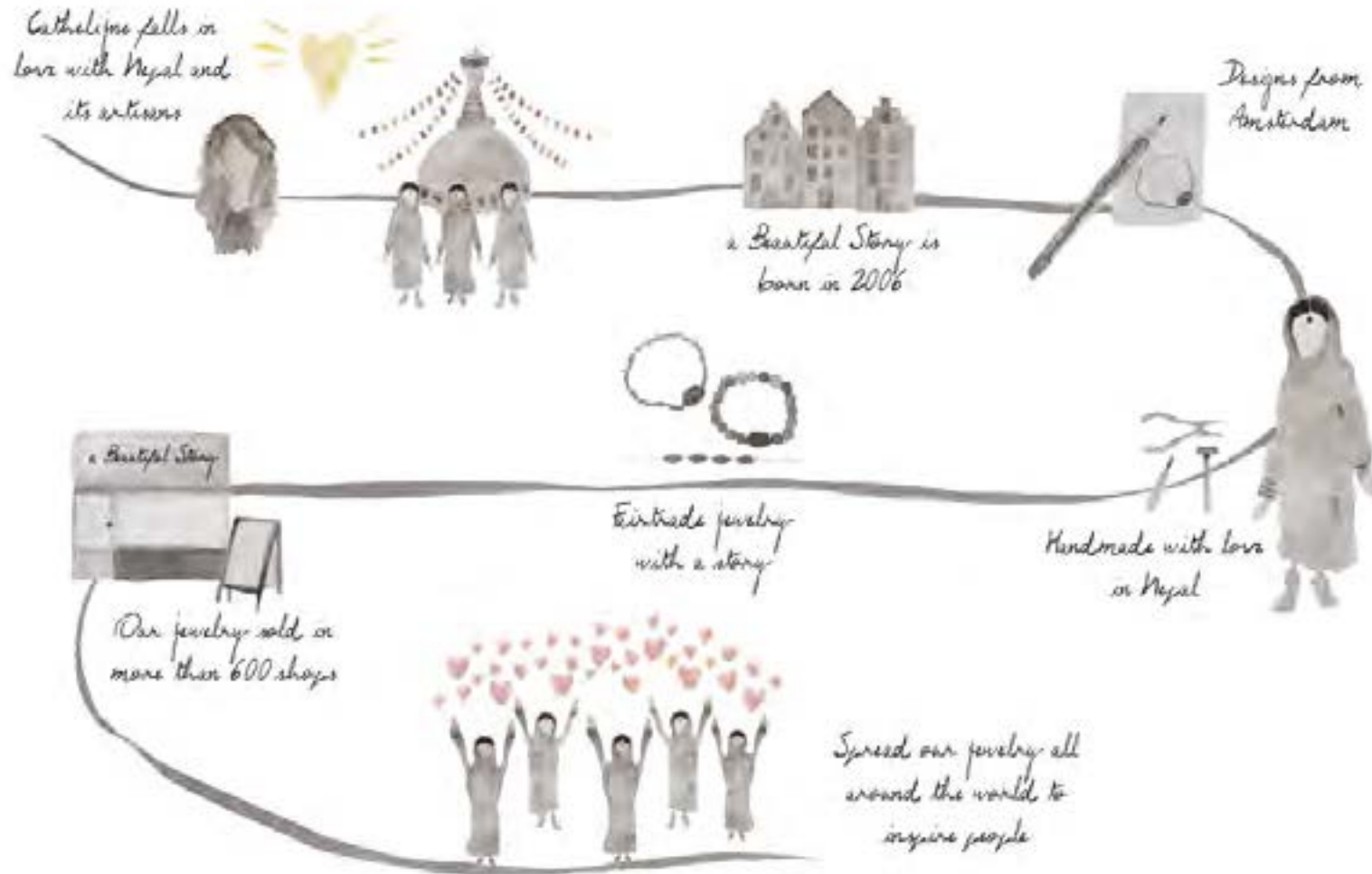
Wow! We trade directly, which means going straight to the source: bringing you the world's best teas directly from tea producers. Having fewer steps in the process also means better traceability, which is really important to us. We only use natural ingredients in all our teas, which means no synthetic aromas or hidden sugars. So you get to drink a flavorful tea with no junk in it. Fresher tea for you, a premium price for local producers – let's make tea a force for good!



“LET’S JUST BE DAMN HONEST ABOUT OUR PRODUCTS”

FROM DIRECT TRADE TO  
**ORGANIC TEA**





HEROES

FROM FAIRTRADE CRAFTSMAN TO  
**JEWELRY POSTCARD**







FROM FAIRTRADE CRAFTSMAN TO  
**JEWELRY POSTCARD**

**GEMSTONE CARD  
BLACK ONYX BRACELET**



**Carnelian**



**Rose Quartz**



**Lapis Lazuli**



**Black Onyx**



**Blue Lace Agate**



**Moonstone**



**Tiger Eye**



**Garnet**



**Citrine**



**Smokey Quartz**



**Aventurine**



**Labradorite**

FROM FAIRTRADE CRAFTSMAN TO

**GEMSTONE POSTCARD**







Text packaging

## DIRECT TRADE AND HANDMADE BRACELETS, A LITTLE TREASURE FOR YOU!

Wow! This little treasure is a hand-crafted bracelet with a small postcard designed exclusively for you. Now that's what we mean by handmade. East meets West: our Amsterdam design ideas are combined with traditional crafts from Nepal. It's a team effort! All our pieces are handmade with love.

COTTON WAX TREAD

MADE IN NEPAL



COIN CHARM

“HANDMADE WITH LOVE,  
DESIGNED FOR HAPPINESS”

FROM FAIRTRADE CRAFTSMAN TO

# JEWELRY POSTCARD





FROM NATURE TO HOME-GROWN ORGANIC  
**VEGETABLES**





Text packaging

**BAG TO NATURE. GROW  
YOUR OWN ORGANIC VE-  
GETABLES RIGHT AT HOME.  
HEALTHY, EASY AND FUN!**

Wow! Everyone wants to get back to nature – even if they live in a city. Bag-to-Nature is a simple organic growing system you can use to start cultivating herbs and vegetables at home in your kitchen or on your balcony. Now you can be a gardener without needing green fingers, and even keep your hands clean. It's not only healthy but fun, too!

**“BECOME A HOME GROWER  
AND GROW YOUR OWN  
ORGANIC VEGETABLES”**

FROM NATURE TO HOME-GROWN ORGANIC  
**VEGETABLES**







FROM FAIRCHAIN FARMER TO

# COFFEE BEANS







FROM FAIRCHAIN FARMER TO  
**COFFEE BEANS**

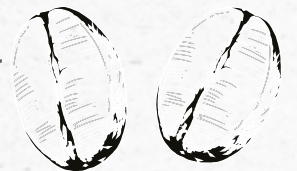
Text packaging

## FROM FAIRCHAIN FARMER TO PREMIUM COFFEE FOR A MINDFUL COFFEE MOMENT!

Wow! This awesome coffee radically changes the way coffee beans are grown, roasted and delivered. We call this ethod FairChain. These coffee beans are sustainably grown in the canopy of the Ethiopian forest at an altitude of over 1500 meters.

In partnership with our farmers in Lima and Jimma, we hand-pick only the best beans to create excellent Arabica coffee.

*We treat our beans like princesses*



**“RADICALLY GOOD COFFEE  
WITH RADICAL IMPACT”**





FROM FAIRCHAIN FARMER TO  
**COFFEE PODS**





Text packaging

## FROM FAIRCHAIN FARMER TO PREMIUM COFFEE FOR A MINDFUL COFFEE MOMENT!

Wow! This awesome coffee radically changes the way coffee beans are grown, roasted and delivered. We call this method FairChain. These coffee beans are sustainably grown in the canopy of the Ethiopian forest at an altitude of over 1500 meters. In partnership with our farmers in Lima and Jimma, we hand-pick only the best beans to create excellent Arabica coffee, which we then package in these handy little pods so they're fresh and ready for your espresso machine.

“RADICALLY GOOD COFFEE WITH RADICAL IMPACT”

FROM FAIRCHAIN FARMER TO  
**COFFEE PODS**





**HEROES**



FROM FAIRTRADE FARMER TO DIY  
**PINEUT LIQUEUR**





Text packaging

**DO IT YOURSELF LIQUEUR  
WITH NATURAL  
INGREDIENTS SIMPLE AND  
FUN, CHEERS!**

Wow! It's fun to make your own liqueur. And with Pineut it's super simple, too. The ingredients in these do-it-yourself drinks are carefully chosen, which makes your part of the job really easy. All you have to do is add the liquor, give the bottle a daily affectionate shake, and wait patiently. Before you know it, you'll be enjoying your very own delicious liqueur.

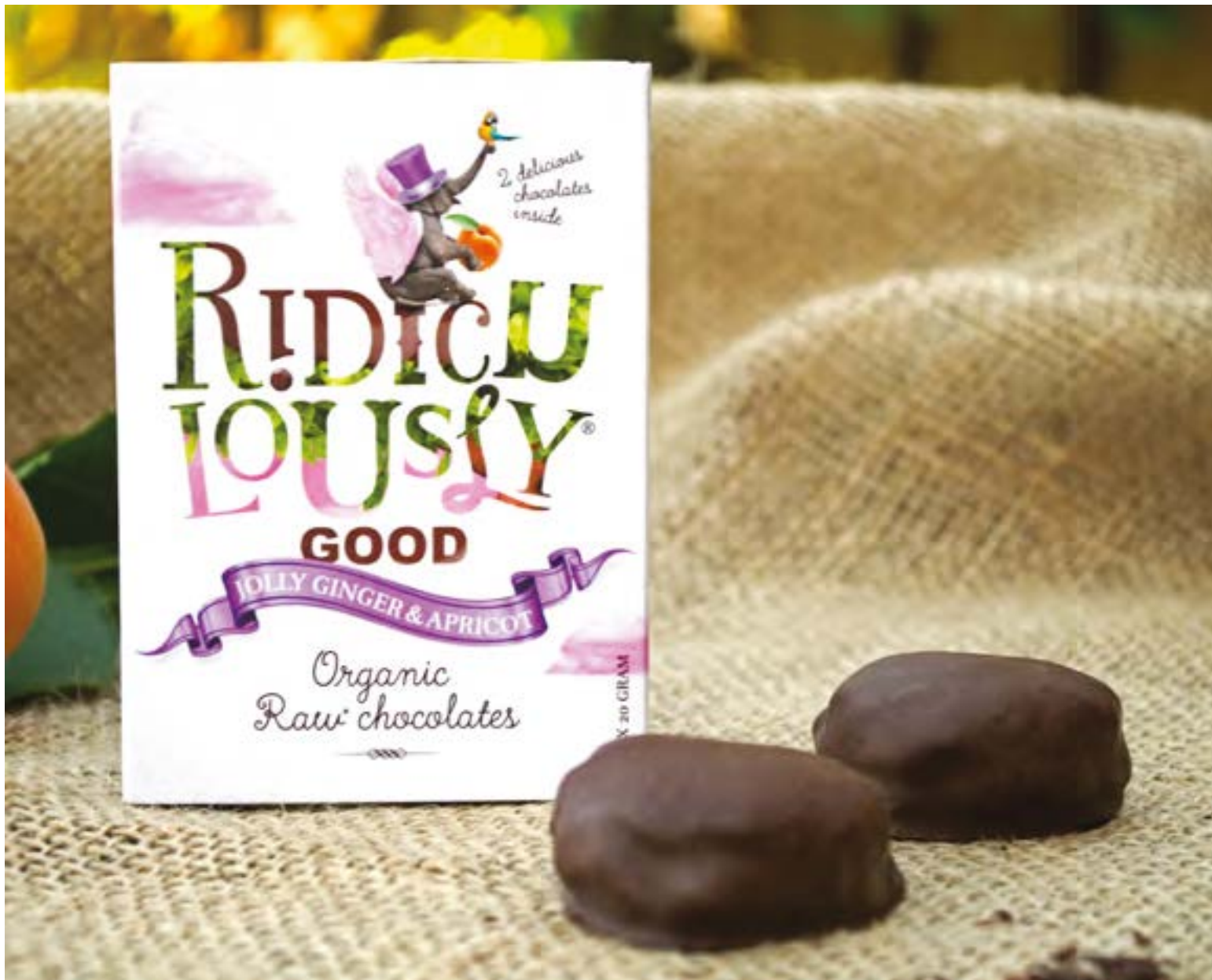


**“WHEN YOU’RE THE ‘PINEUT’,  
YOU’VE FOUND YOURSELF IN  
A BIT OF A PICKLE”**

FROM FAIRTRADE FARMER TO DIY

**PINEUT LIQUEUR**

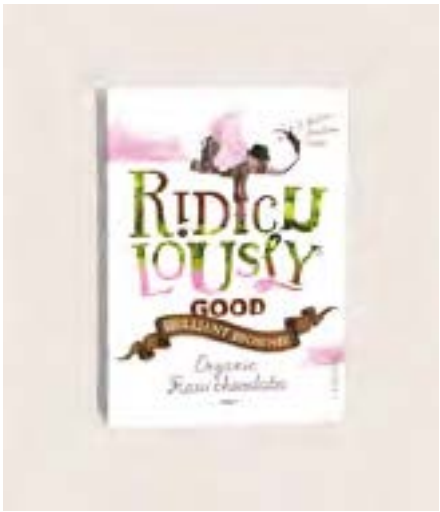




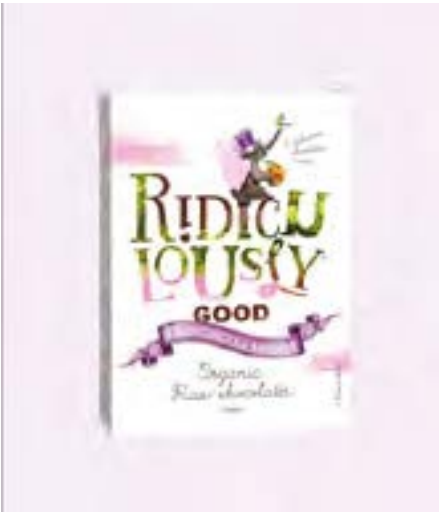
FROM FAIRCHAIN FARMER TO  
**RIDICULOUSLY GOOD**



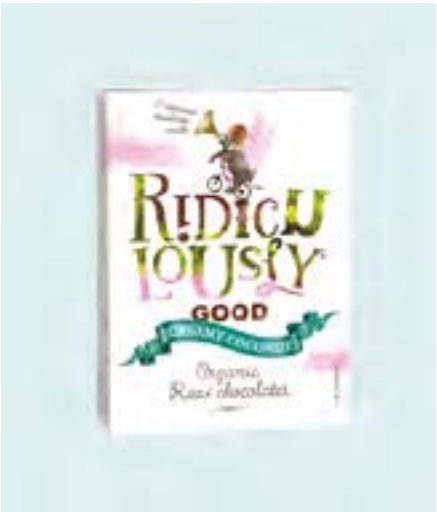




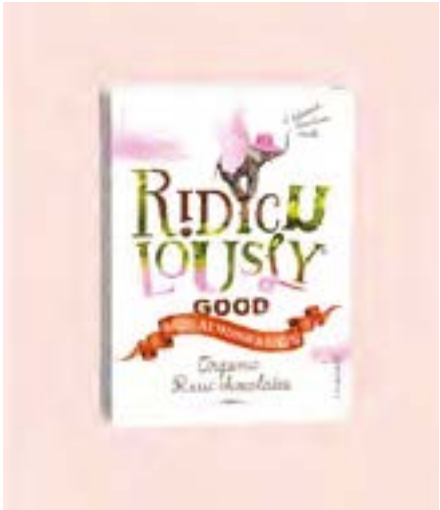
**Brilliant Brownie**



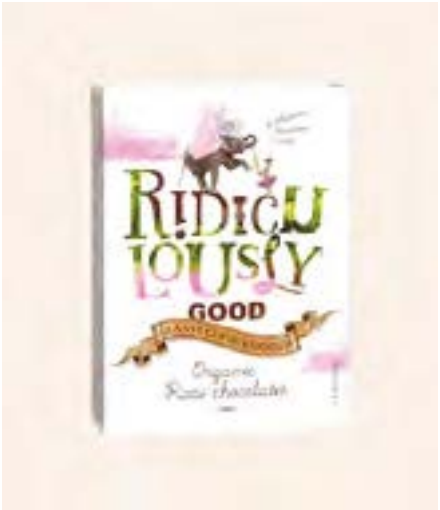
**Jolly Ginger & Apricot**



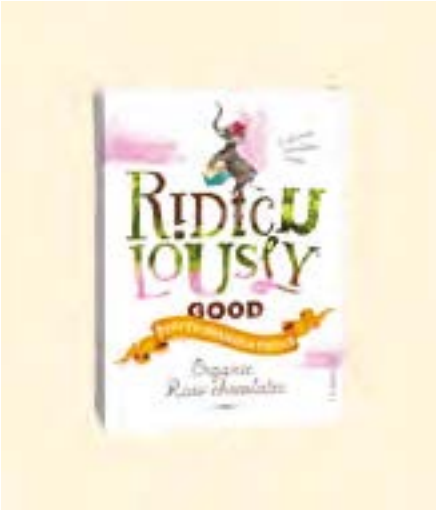
**Creamy Coconut**



**Rich Almond & Date**



**Classy Cookiedough**



**Pretty Orange & Pecan**

2-PACK  
**FROM FAIRCHAIN FARMER  
TO RIDICULOUSLY GOOD  
CHOCOLATE!**

Wow! It’s our mission to create the most delicious, pure, natural treats to delight your taste buds. We believe that the best flavor comes from Mother Nature, so no chemicals or artificial ingredients are added. Our chocolates are handmade using only the finest raw cacao and filled with more deliciousness inside. 100% organic and free of junk. Because we care about our planet, our producers, and your health.

**“GUILT FREE PLEASURE”**

FROM FAIRCHAIN FARMER TO  
**RIDICULOUSLY GOOD**



# ASSORTED BOX



ssorted box

## FROM FAIRCHAIN FARMER TO RIDICULOUSLY GOOD CHOCOLATE!

Beans for Bees! A big gift, to a small bee. Plant your own cheerful bouquet of wildflowers, using the special seed card added in the box. Flowers and chocolates: the perfect gift for a special occasion or just for fun – celebrate every moment!

“GUILT FREE PLEASURE”

FROM FAIRCHAIN FARMER TO  
**RIDICULOUSLY GOOD**







FROM SUGER CANE TO  
**BIO BIDON**



## FROM SUGAR CANE TO BIO BIDON FOR AN ENVIRONMENTALLY FRIENDLY WAY OF LIFE!

Bio Bidon – the first organic bottle in the world. Made in Europe! This organic bottle neither smells nor tastes of plastic like regular plastic bottles do, and of course, it's also BPA-free. The Bio Bidon is manufactured in an environmentally friendly way from renewable sugar cane. Cultivation of sugar cane absorbs CO<sub>2</sub> and reduces greenhouse gas emissions. The materials used meet food safety requirements and are fully recyclable. The sustainable alternative to a regular plastic bottle!

**“FOR AN ENVIRONMENTALLY  
FRIENDLY WAY OF LIFE”**

FROM SUGER CANE TO  
**BIO BIDON**







**SMART  
SOLUTIONS...**



FROM SMART IDEA TO  
**RECHARGEABLE BIKE LED**

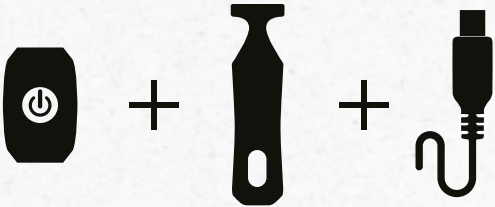




Text packaging

**SMART LED LIGHT WITH  
POWERFUL OUTPUT AND  
FOUR LIGHT SETTINGS.  
LED'S BE VISIBLE!**

Wow! BikeLED is a rechargeable bike light with both white and red LEDs, for both flashing and continuous light modes. It can be mounted to your handlebars, saddle or even the back pocket of your pants to provide a source of light for cycling (or running) in the dark.



**“LED’S BE VISIBLE AND  
SHINE LIKE YOU MEAN IT”**

FROM SMART IDEA TO  
**RECHARGEABLE BIKE LED**





## FROM DUTCH RECYCLED PLASTIC TO SMART SADDLE BAGS HOLDER

Wow! Hook'd is an alternative to expensive saddle bags, and it's easier to use. No more messing about trying to stuff bags full of groceries into your saddle bags. Hook'd is designed to be sustainable, strong, light and attractive to look at – suitable for one or two bags, and super-simple to use. Hook'd is a 100% Dutch product: it's made from PE plastic that's been recycled in the Netherlands, and it's produced in the Netherlands too.

“HOOK'D AND GO”

FROM RECYCLED PLASTIC TO  
**HOOK'D**







FROM GREEN CARD TO  
**BEAUTIFUL FLOWER**

## FROM GREEN CARD TO BEAUTIFUL FLOWER. THE ECO-FRIENDLY PROMOTIONAL GIVEAWAY!

Wow! The Greencard is a full-color printed card with seeds wrapped in a water soluble film. Just put the tip of the Greencard into prepared soil and the seeds will grow into a beautiful flower or herb! This is one eco-friendly promotional giveaway with serious potential for growth!

**“ A CARD WITH SERIOUS  
POTENTIAL FOR GROWTH”**





FROM FSC WOOD TO  
**RACKPACK**







**RACK PACK ORIGINAL**



**WAY COOLER**



**SAY CHEESE**



**WINE LIGHT**



**ROBOX**



**DESK TOPPER**



**BEER GEAR**



**JUICE BOX**



**WINE SIGN**



**TRAY CHIQUE**

## FROM FSC WOOD TO A SPECIAL WOODEN GIFT BOX FOR THAT SPECIAL PARTY GIFT!

Wow! Rackpack is a wooden gift box for a bottle of wine that turns into a wine storage rack. In addition to helping your bottle stand apart from other gifts at a party, the Rackpack can be transformed from a carrier into a wooden wine rack with a simple flip of its hinges. It can be reconfigured several different ways for storing three, six, or even 12 bottles of wine. Made from FSC-certified sustainable pine. Wine not included.

FROM FSC WOOD TO  
**RACKPACK**





FROM RECYCLED PVC TO  
**SEAT COVER**

## FROM RECYCLED PVS TO CUSTOM SEATCOVER

Wow! This bike saddle cover comes in three different models, all made from recycled PVC! The one that suits you best depends on the artwork, budget, color and packaging. The three models comprise Seatcover Eco BUDGET, Seatcover Eco, and Seatcover Eco One Piece Style. Riding in style has never been so sustainable!







## FROM RECYCLED PET BOTTLES TO SEATCOVER

Wow! The raw materials for RPET (recycled polyester) are PET (plastic) bottles. Once these bottles have been cleaned and their caps and labels removed, they are ground into small pieces. These pieces are heated and spun into a wire, from which the RPET material for the saddle covers is made. Using this RPET material is much less harmful to the environment than using new raw materials, and also helps reduce waste.

FROM RECYCLED PET BOTLES TO  
**SEAT COVER**





FROM SMART IDEA TO  
**WALTER WALLET**  
ORIGINAL

Wow! Walter Wallet is thin, lightweight and fast. It's a minimalistic wallet that carries up to 7 cards and bills. Cards are easily selected with the patented stack-and-slide system. And if you're in a rush there's also the 'quick draw' function for your favorite card. Walter Wallet is made from durable plastic (100% recyclable) and available in 6 colours.







## FROM SMART IDEA TO 100% RECYCLED PLASTIC SLIM, LIGHTWEIGHT AND EASY TO USE WALLET.

Wow! Walter Wallet is slim, lightweight and easy to use. It's a minimalist wallet that carries up to seven cards plus bills. Cards are easy to access using the patented stack-and-slide system. And if you're in a hurry, there's also the 'quick draw' function for your favorite card. Walter Wallet is made from durable plastic that's 100% recyclable, and comes in six colors.

FROM SMART IDEA TO  
**WALTER WALLET**  
ORIGINAL





# HEROES



FROM SMART IDEA TO  
**WALTER WALLET**  
CUSTOM





## SPECIAL EDITION



## FROM SMART IDEA TO SLIM, LIGHTWEIGHT AND EASY TO USE WALLET.

Wow! For our first special edition wallets, we teamed up with Dutch illustrator Nozzman. Best known for his raunchy, in-your-face graphic style, Nozzman has carefully built his name as a master of puns (which, at Walter, is something we can totally get behind).



FROM SMART IDEA TO  
**WALTER WALLET**  
NOZZMANN COLLECTION





FROM FSC BAMBOO TO  
**BAMBOO DOCK**



# CHOOSE YOUR BAMBOO DOCK

ORGANIZE YOUR EVERYDAY CARRY



**BASIC**



**WIRELESS**



**DOUBLE WIRELESS**

## FROM FSC BAMBOO TO SMART DOCK ORGANIZER

Wow! The Bamboo Dock is an organizer for your everyday carry. It is available in two versions: with or without a built-in wireless phone charger. It's the perfect storage for your keys, phone, receipts, and more. Made from FSC-certified bamboo.

**"THERE IS NO EXCUSE FOR  
FORGETTING YOUR KEYS"**

FROM FSC BAMBOO TO  
**BAMBOO DOCK**





Build a Better Tomorrow



FROM 100% BIOBASED MATERIALS TO  
**BIO ICESCRAPER**







Text packaging

**FROM LEFTOVERS OF THE SUGARCANE PLANT TO A BIO ICE SCRAPER FOR ICE FREE WINDSHIELDS**

WOW! This icescraper is produced of 100% biobased materials (Sugarcane). Meaning made from leftovers of the sugarcane plant, making them biobased to create a sustainable and healthy environment. No use of scarce fossil fuels, but use of the renewable raw material sugar cane. While sugarcane growing takes a lot of CO2 and reduces greenhouse gas emissions.

**“CREATING A SUSTAINABLE & HEALTHY ENVIRONMENT”**

FROM 100% BIOBASED MATERIALS TO  
**BIO ICESCRAPER**





FROM RECYCLED PLASTIC BOTTLES TO  
**BIO GLASSES**





MODEL-A



MODEL-B



MODEL-C

+1.0

+2.0

+3.0

The reading glasses are available in strengths +1.0 to +3.0 in various styles and colours.



Glasses



Felt case



Glasses cleaning cloth

FROM RECYCLED PLASTIC BOTTLES TO  
**BIO GLASSES**





Text packaging

## FROM RECYCLED PLASTIC MATERIALS TO TIMELESS ECO-FRIENDLY, BIO-BASED GLASSES

The Fangle reading glasses are a great addition to our Wow! Sustainable Gift line. This range of reading glasses are made from recycled plastic materials, including plastic bottles and / or recycled polyester fabric. These eco-friendly, bio-based glasses each come with a handy cleaning cloth and case – both of which are also made from recycled plastic materials.



FROM RECYCLED PLASTIC BOTTLES TO  
**BIO GLASSES**







FROM RECYCLED PLASTIC BOTTLES TO  
**BIO GLASSES CLEANING CLOTH**





Text packaging

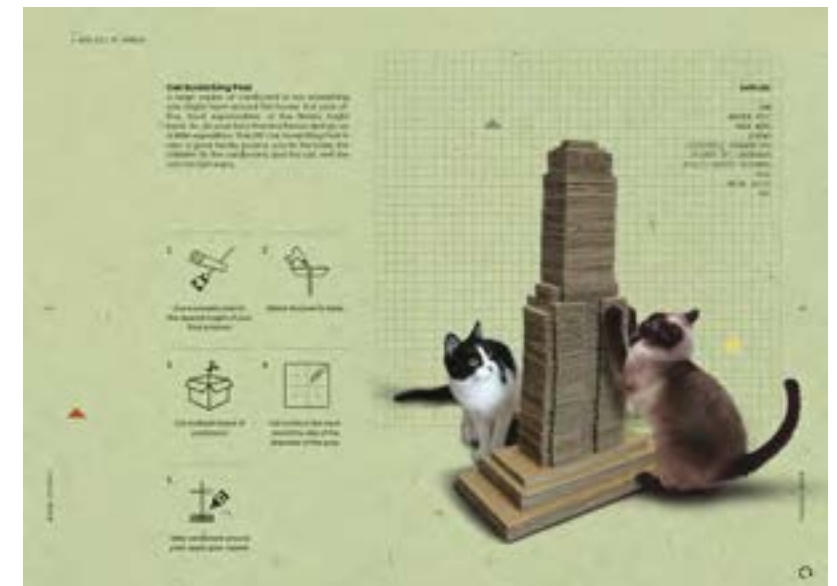
## FROM RECYCLED PLASTIC BOTTLES TO A TIMELESS ECO-FRIENDLY, BIO-BASED CLEANING CLOTH.

The glasses cleaning cloths in the WOW! Sustainable collection are made from 100% recycled plastic bottles. Globally, we consume a huge amount of plastic, which then piles up as non-degradable waste. Instead, we're giving all those soda and juice bottles a second life.

FROM RECYCLED PLASTIC BOTTLES TO  
**BIO GLASSES CLEANING CLOTH**







FROM A SMART IDEA TO  
**A BOOK FULL OF RUBBISH**





Text packaging

## IS A NIFTY LITTLE GUIDE THAT WILL HELP YOU TO BREATHE NEW LIFE INTO OLD / WASTE PRODUCTS.

A practical do it yourself (DIY) guide to upcycle (not recycle) the content of your trash can. These tips and tricks will teach you how to look differently at your 'rubbish'. So that, after reading this book, your brain will automatically be bursting with ideas on how to creatively reduce the content of your garbage bin.

**“UPCYCLING DESIGN DO NOT WASTE, UPCYCLE!”**

FROM A SMART IDEA TO

# A BOOK FULL OF RUBBISH



**A GREEN SMILE IS  
LEAVING THE WORLD  
BETTER THAN WE  
FOUND IT**

**EVERY MONTH WE  
INTRODUCE NEW LABELS**

**DOWLIS**  
••• *INSPIRED BRANDING*

+44 (0) 300 303 3545  
[eco@dowlis.com](mailto:eco@dowlis.com)