



# BLOOM™

BY  ALGIX™

A Movement for  
Environmental  
Restoration




“Whether or not the industry is ready, the message is clear: It’s time for brands to go green – or go home.”



**FN**



An aerial photograph of a dark blue sea with a white wake from a boat cutting through the water, creating a sharp contrast. The wake is a bright white line that tapers slightly as it moves away from the viewer.

“People use their  
fashion as a statement  
for who they are, what  
they believe in, and the  
missions they support.”



# The Power of Algae





# Algae as our Hero

- An incredible renewable resource
- Provides vital nutrient management for the ecosystem
- Natural thermoplastic qualities
- Sequesters CO<sub>2</sub>
- No fossil fuels, arable land, or consumption of precious water resources for growth



An aerial photograph showing a coastal region. On the left, there is a densely populated area with many small buildings and roads. To the right, a large body of water is visible, with a significant portion of it covered by a thick, bright green algal bloom. The bloom has an irregular shape, extending from the shore into the water. The water not covered by the bloom appears a darker, more natural blue-green color.

# Algae as our Foe

Algal blooms pose a major problem for communities around the world when ecosystems become out of balance.

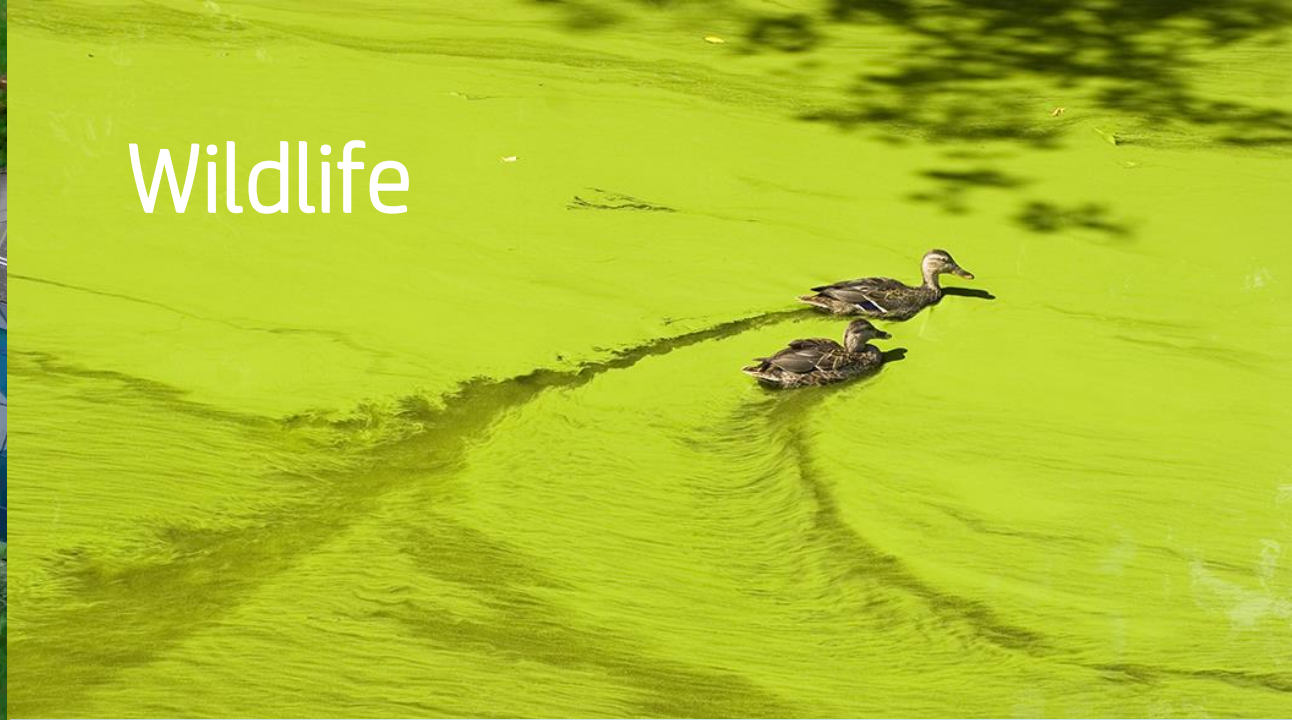
Algae blooms are caused by factors like climate change and water pollution from agriculture, industry, and society.



Property Values



Wildlife



Fishing



Tourism







Environmental Restoration





# Harvesting the Algae







# Algae Bloom Remediation



Before

**AECOM**

Location: Fort Myers, Florida 2018



After

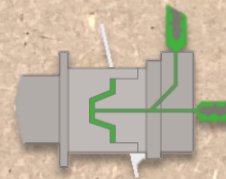


# Process

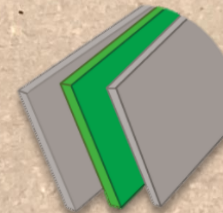
Algae is harvested, dried, milled, and compounded into a 50/50 Algae-EVA resin pellet.



The pellet is converted using traditional plastic foaming equipment.



Injection  
Foaming



Sheet  
Foaming



Compression  
Molding

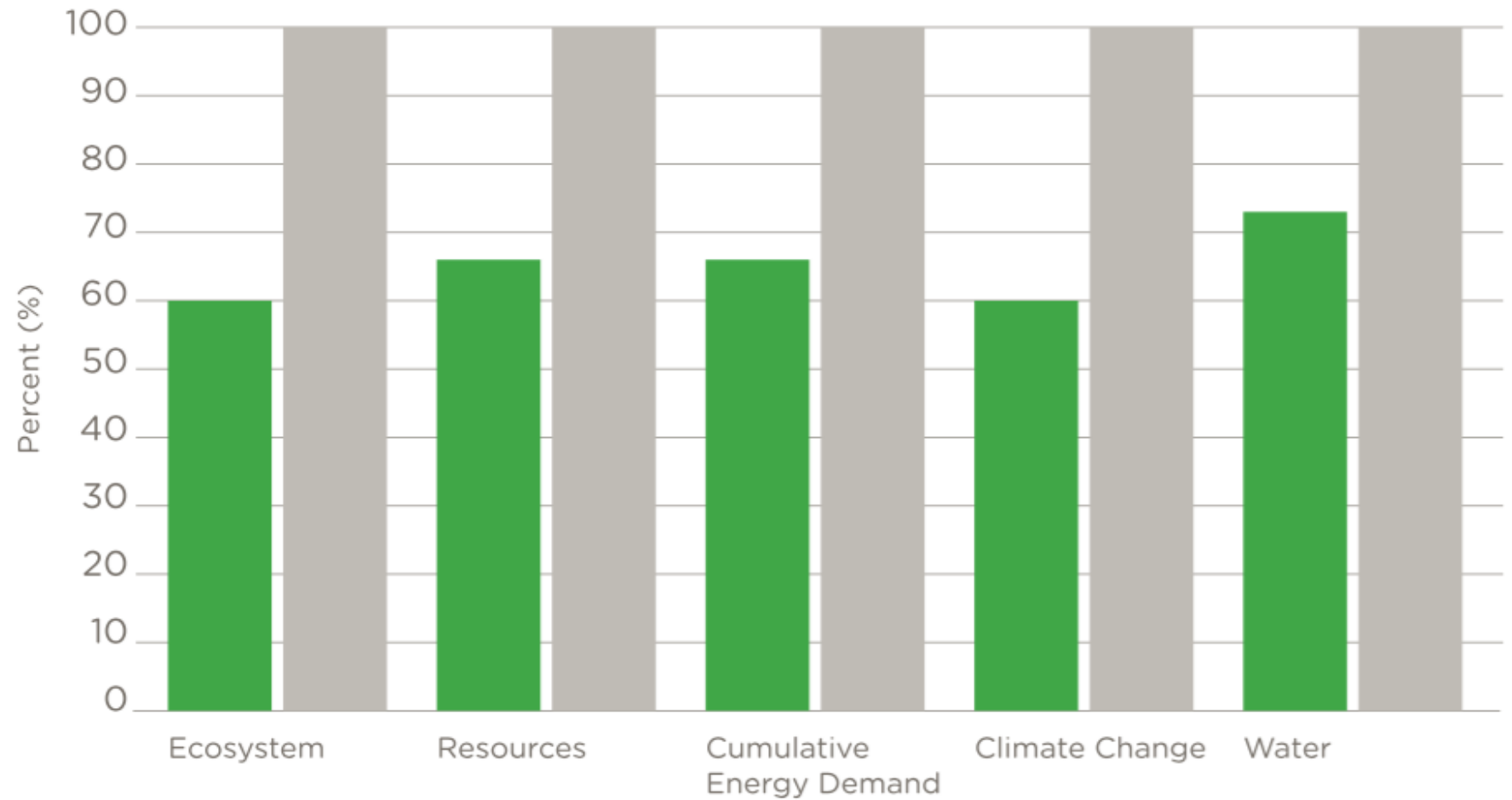




Algix Supply Chain



# Life Cycle Analysis



**BLOOM has between 20% and 41% fewer impacts in all categories when compared to virgin EVA.**

LCA conducted by EarthShift Sustainability. Full LCA can be supplied upon request.



# Eco-Facts

BLOOM's Eco-Facts label accounts for information taken from our life cycle assessment data, giving consumers a clear picture of how their purchase is helping to keep CO<sub>2</sub> from entering the atmosphere, and how much clean water they're helping to put back into the environment.

**227** Bottles  
of filtered water  
returned to the  
habitat



CO<sub>2</sub> kept from  
entering the  
atmosphere



\* Men's size 9 insole + midsole

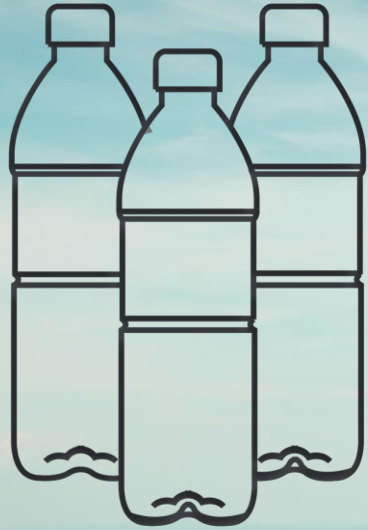


eco-facts

\* Presented as helium-filled balloons  
to help you picture the impact.



# Bloom partner's total impacts...



133,280,060



12,253,185

...and counting!



# Forward Thinking Brands are Launching Bloom Products!



VIVOBAREFOOT



BILLABONG



BOITA







# Win-Win

When you support our mission to clean the environment we help you achieve your sustainability goals by providing an innovative, high-performance, environmentally friendly foam you can build a story around.





# Thank You!

5168 Water Tower Rd  
Meridian, Mississippi 39301  
[www.bloomfoam.com](http://www.bloomfoam.com)  
[info@bloomfoam.com](mailto:info@bloomfoam.com)