



BLOOMTM

BY  **ALGIX**TM

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 boat's wake in deep blue water. The wake is a bright, white, V-shaped trail that extends from the bottom center towards the top of the frame. The water is a rich, dark blue with some lighter, white foam visible in the wake. The text is overlaid on the right side of the image.

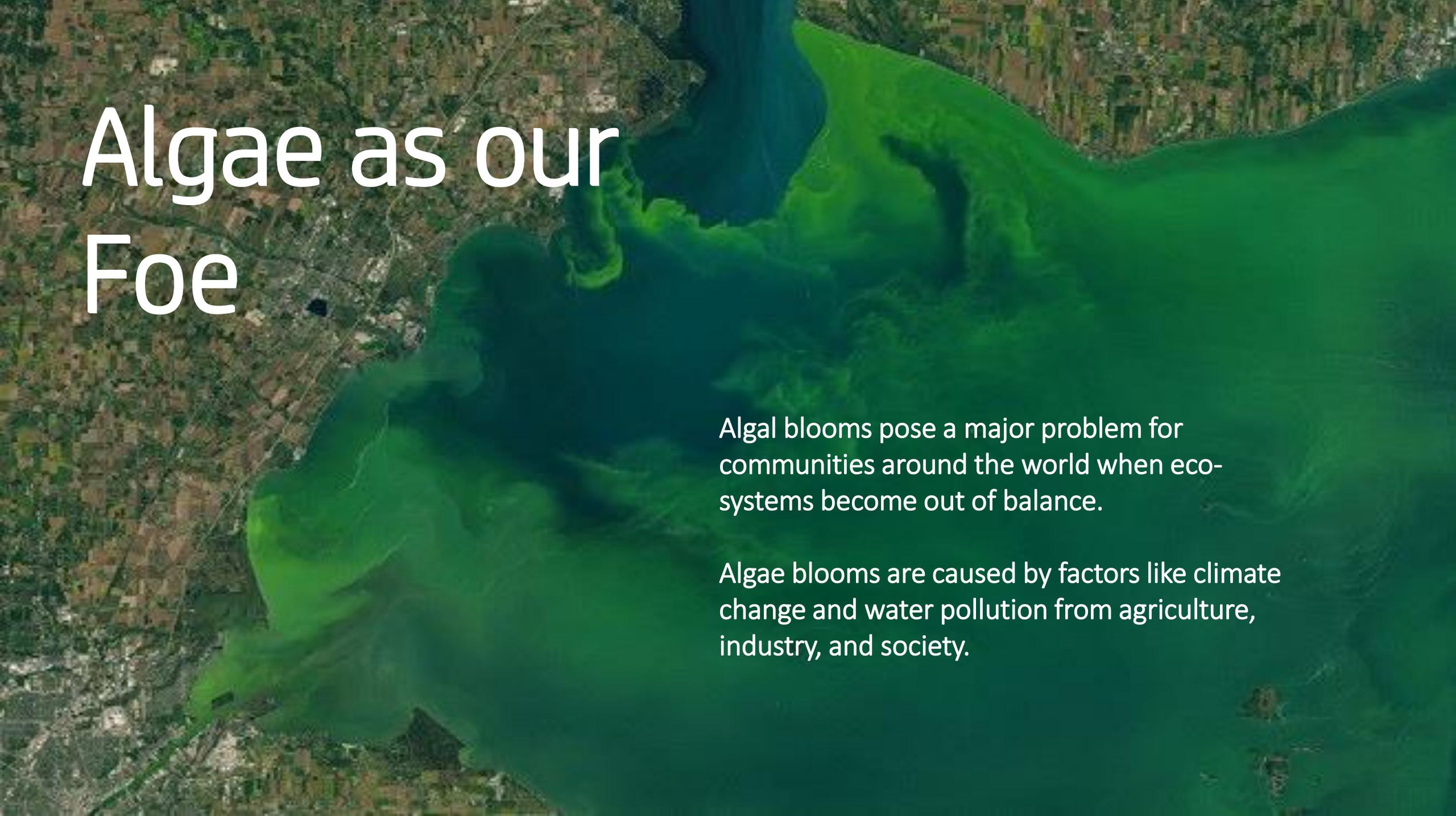
“People use their fashion as a statement for who they are, what they believe in, and the missions they support.”

The Power of Algae



Algae as our Hero

- An incredible renewable resource
- Provides vital nutrient management for the ecosystem
- Natural thermoplastic qualities
- Sequesters CO₂
- No fossil fuels, arable land, or consumption of precious water resources for growth



Algae as our Foe

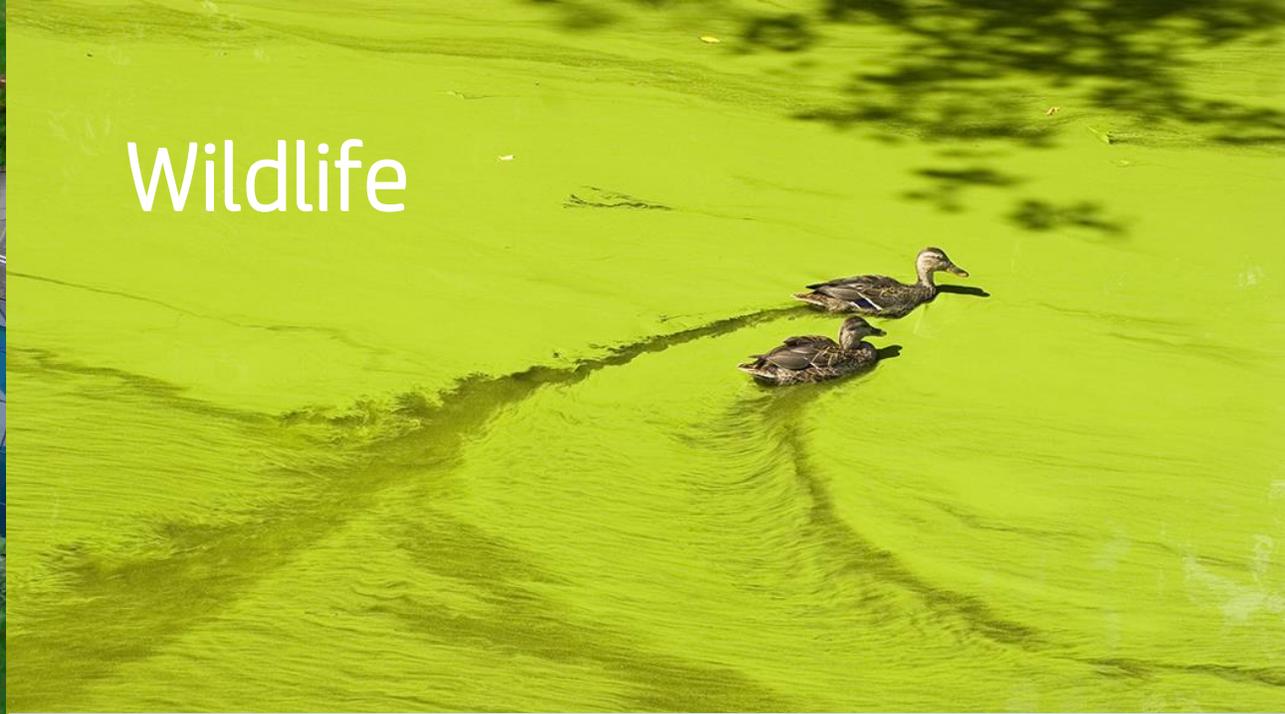
Algal blooms pose a major problem for communities around the world when ecosystems become out of balance.

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

Property Values



Wildlife



Fishing

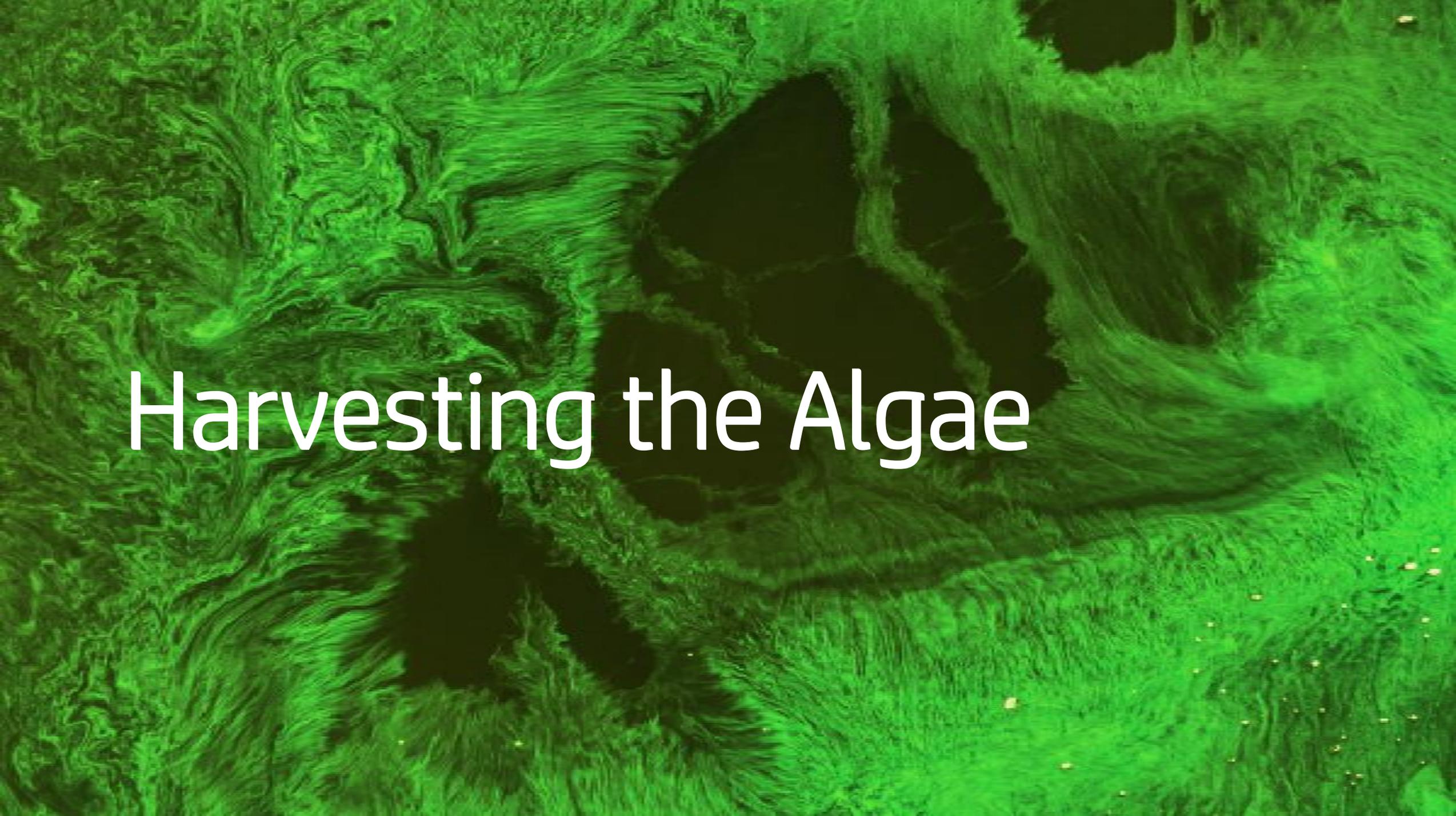


Tourism





Environmental Restoration

An aerial photograph of a large, circular pond filled with vibrant green algae. The pond is divided into several sections by a network of narrow, winding channels. In the center of the pond, there is a large, dark, irregularly shaped island. The overall appearance is that of a well-maintained algal cultivation facility. The text "Harvesting the Algae" is overlaid in white on the lower-left portion of the image.

Harvesting the Algae



Algae Bloom Remediation



Before



After

AECOM

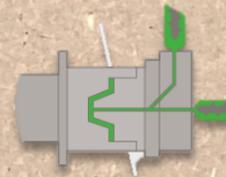
Location: Fort Myers, Florida 2018

Process

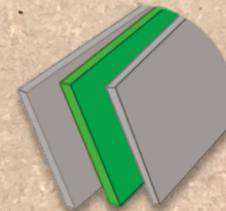
Algae is harvested, dried, milled, and compounded into a 50/50 Algae-EVA resin pellet.



The pellet is converted using traditional plastic foaming equipment.



Injection
Foaming



Sheet
Foaming



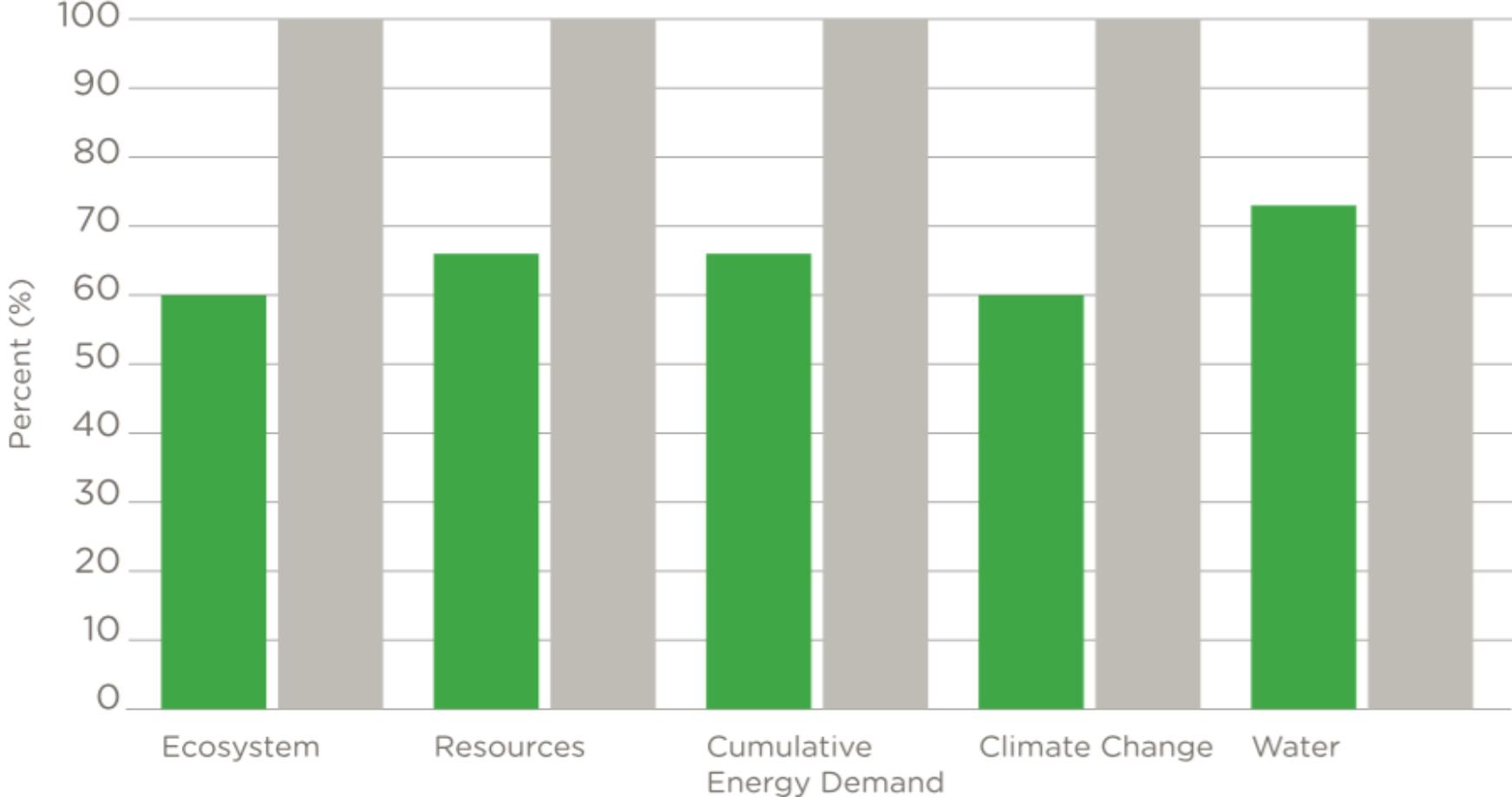
Compression
Molding



Algix Supply Chain

Life Cycle Analysis

 BLOOM
 Virgin EVA



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 CO₂ 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



CO₂ kept from
entering the
atmosphere



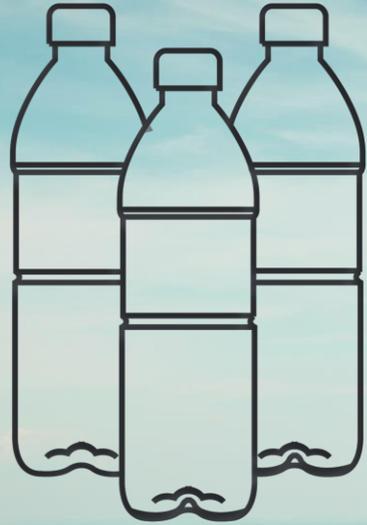
* Men's size 9 insole + midsole



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



BOGS

CHIPPEWA
EST.1901



BILLABONG



BOITA

SURFTECH





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!

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