

We've got  
something  
to show you...

# ...but first

PURE  
TABLE  
TOP

OUR  
IMPACT

Certified  
B  
Corporation

At Pure Table Top we are committed to our journey towards becoming a regenerative business and as part of this we have recently become B-Corp certified.

It is no longer enough to be 'sustainable', we must hold ourselves and each other to account and seek to give back more than we take.

Our product mission is to evaluate and reduce the impact of every single product that we design, source and deliver.

Purer Home is our new brand designed with these principles at it's core.

# We've got a lot on our plate

Bringing about change is difficult. It's hard to change our mindsets and look for new ways to do the things we have always done. But just because it's difficult it doesn't mean we shouldn't do it. We should!

When we first started on our journey, we thought we just needed to work out how to use recycled materials and less energy in the production of our products! But to be sustainable means so much more than this, it's taking care of everything from the workers making our product to educating people on the importance of reducing consumption.

Purer Home is our commitment to bringing about change within our industry. Striving for better ways to design, manufacture and deliver homewares. We hope in doing so we can inspire others to do the same.

There is a lot to do and we know change doesn't happen overnight but we are ready to take on the challenge and be the change that is needed.

Introducing...

pureer  
home

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**Our Mission:**  
*Be the catalyst for  
regenerative change  
across the homeware  
and lifestyle industry.*



# From planet to Purer Home



The effects of our consumption on the planet are evident. We want to be part of the solution for responsible production and consumption.



The concept was developed as we accepted that the challenge was ours to tackle.



With our unique supplier relationships we have worked together to find new and better ways of utilising resources to create more sustainable products.



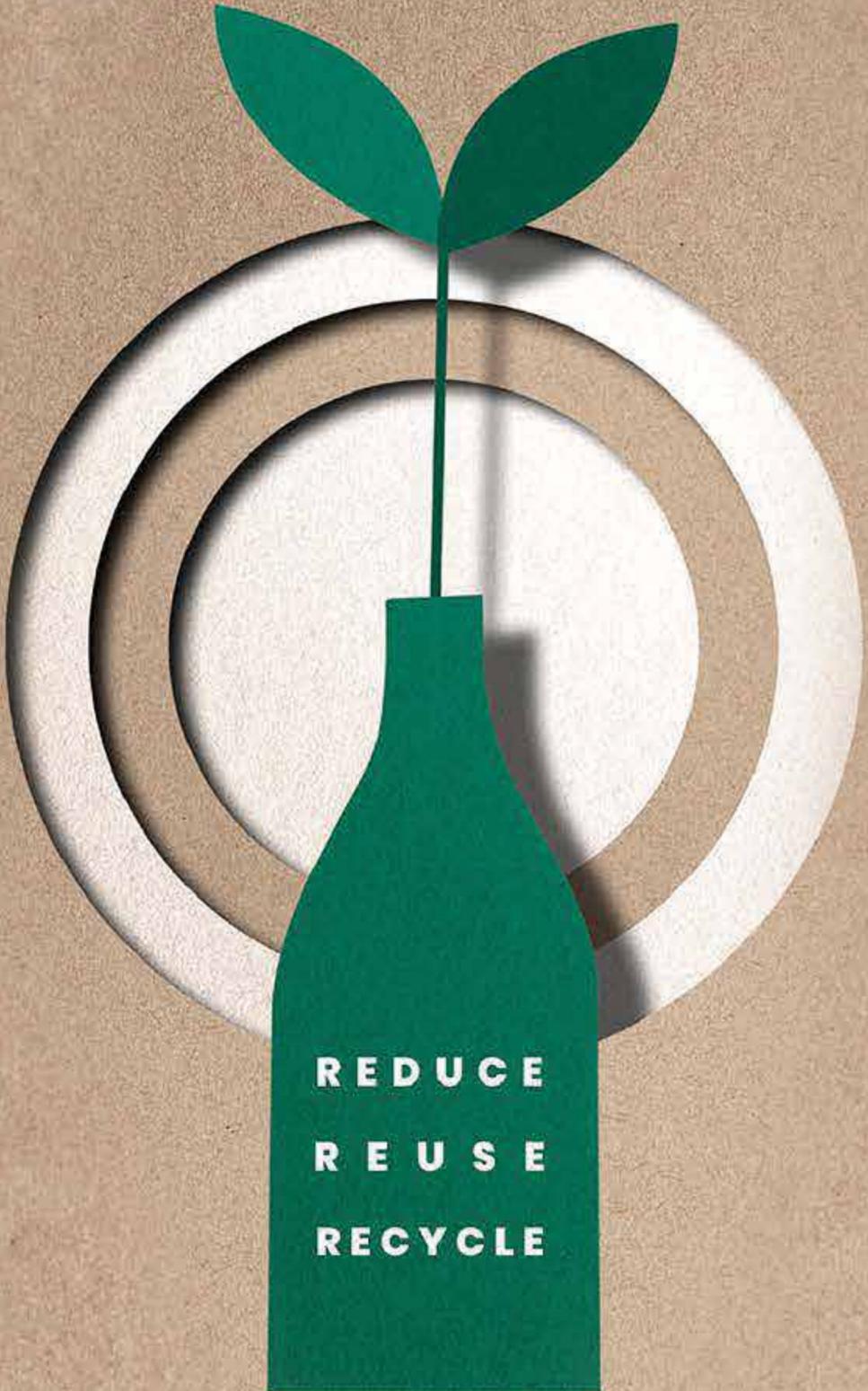
Engaging with consumers to understand their thoughts and challenges to inform our product and communications development.

# R

Stylish homeware  
created responsibly.



# What does living more sustainably look like?



We talked to consumers and they told us that there is a desire to live more sustainably, however that starts with bigger changes like diet, transport, and recycling but living sustainably is not made easy, and it currently takes a lot of effort to do so.

“I think we all want to be more sustainable and it is important, but it’s not made easy for you, you know, when you’re trying to purchase something”

Participant 10

# But what does it really mean?

It's a word that's everywhere at the moment. It's become part of our everyday vernacular, but what does it really mean? To the consumers we spoke to they were able to articulate that **SUSTAINABILITY** broke down in to four key themes. As businesses and leaders in our field we need to be at least addressing these themes but also taking the lead to go above and beyond these.

Easily repairable/  
reusable/  
recyclable

Responsible  
sourcing

# Sustainability

Long-lasting

Packaging

# Let's be clear...

**...Consumers are confused. We all need clarity. Factual, transparent and easily understood information is essential to motivate change. They are sceptical and conscious of 'greenwashing'. So with Purer Home we are committed to providing clear information about our products - their composition, origins and impact.**

# But first you need to measure

We are working with Dayrize to fully understand the impact of each of our products.

Dayrize is the global leader for rapid impact assessment of consumer products.

Using their technology we can carry out rapid and detailed assessments of our products. Enabling consumers to fully understand the impact of each product.

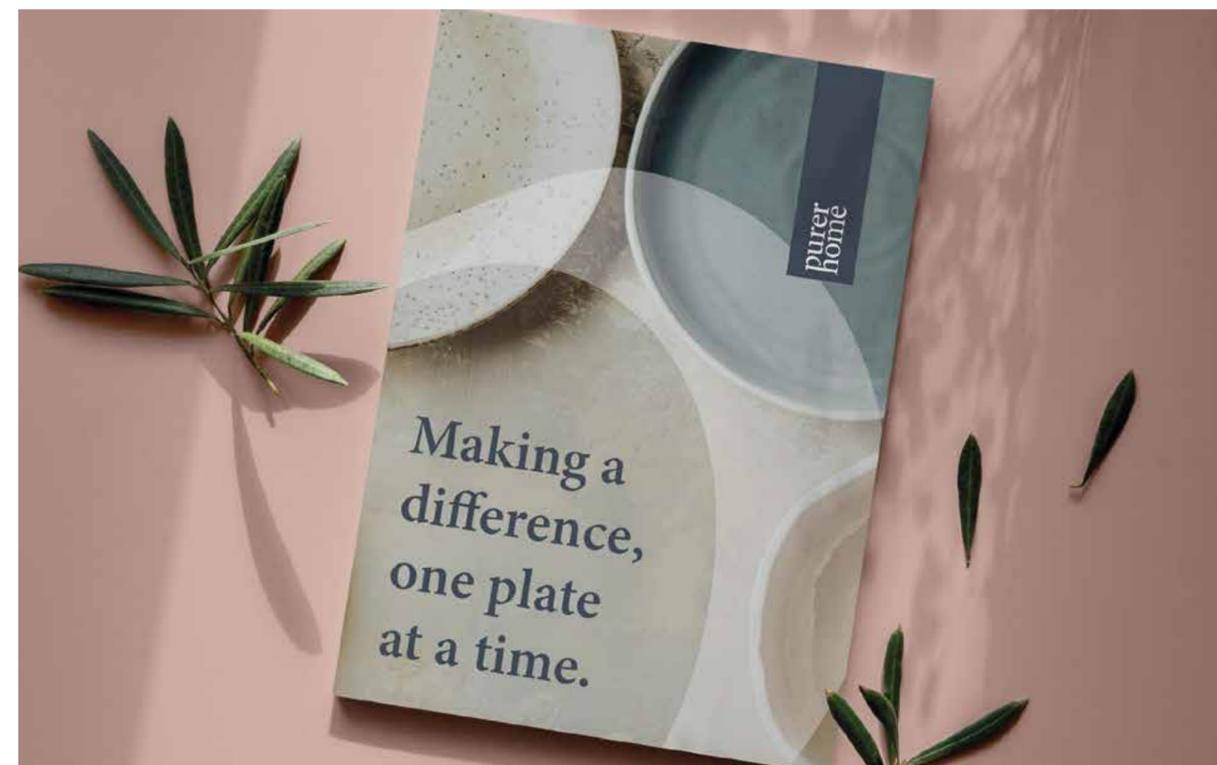
Each product will feature their Dayrize scores and the opportunity to find out more on our website.



Drum roll please...  
Let's take a peek...

puerer  
home

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# Dinnerware for Good

## We've got big plans

Our launch collection is bold, pushing the boundaries of your average sustainable homeware.

We have created a range of durable ceramic dinnerware pieces that can be mixed and matched to create different looks in the home.

Each piece is built to last with as little impact on the environment as possible.



# Out of this World!

Our ORBIT dinnerware collection  
features three colours:



Ocean

Dinner plates



Solstice

Small plates

Pasta bowls

Cereal bowls

Dipping bowls



Glacier

Mugs



# So what's so special about it..?

...apart from having a lovely smooth bottom...

Manufacturer

Long-established, renowned for the highest quality and ethics. New solar energy facilities and innovative energy and waste efficiency.

Material

Stoneware

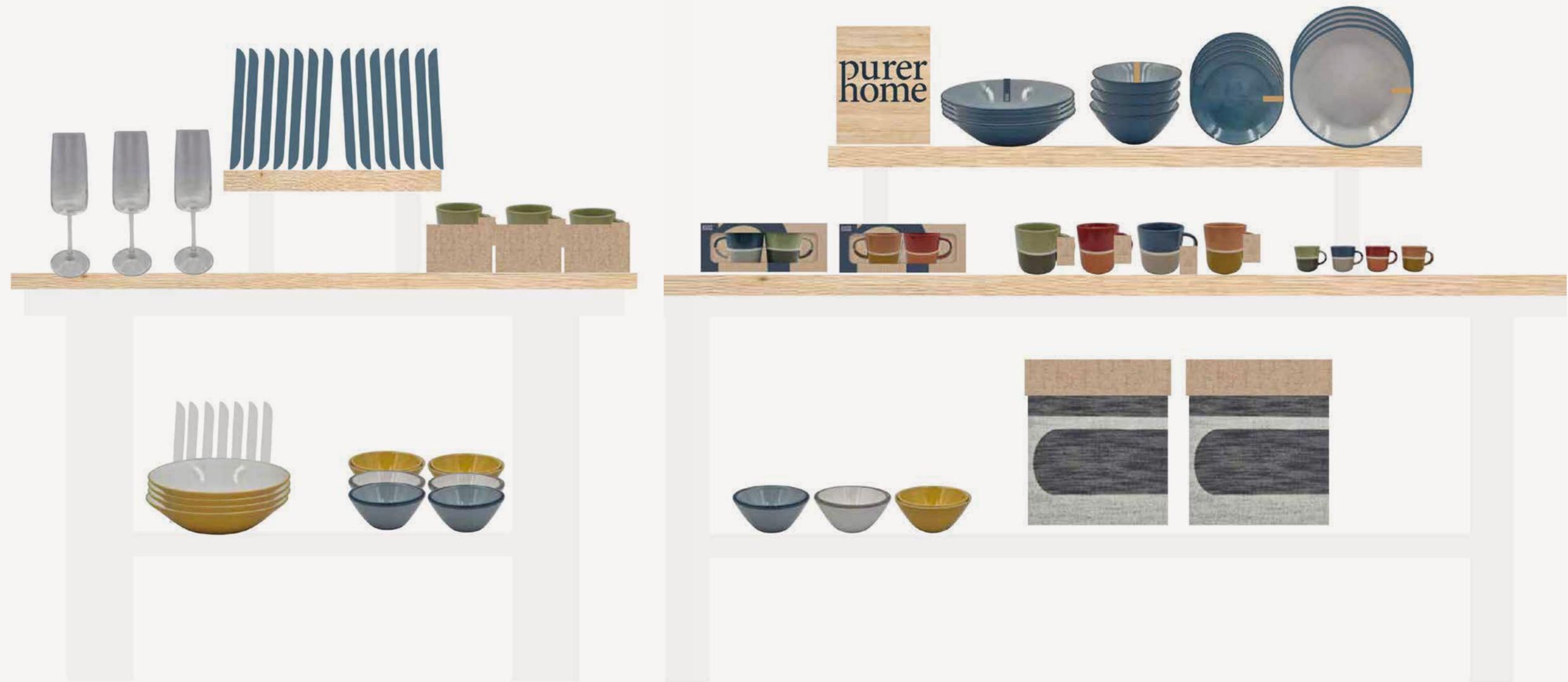
Product

Made with vetrified stoneware, hospitality standard durability, with fully glazed bottom to minimize scratches and cjhps

# Picture it now...



# From every angle it's a good view



# Our placemats?

They're absolute CORKERS!

**1** Stylish and  
hardwearing placemats

**2** Made from recycled  
cork and plastic  
composites

**3** Each mat is made from  
waste material from  
cork stoppers and discarded  
items from the footwear  
industry.

# psst...did you know

Cork is a rapidly regenerating, natural and versatile product and our's is from one of Portugal's largest suppliers who are committed to preserving and managing cork oak forests across the country.

Cork is a carbon sequestering material meaning it removes CO2 from the atmosphere whilst it's on your table.

# Big Brew, Little Brew, Espresso...



30%  
recycled  
content

3

Exciting new mug shapes...  
Big Brew, Little Brew  
and Espresso!

2

2 tone colour ways  
across four unique  
colour variants.

1

Mission - reduce the use of virgin  
materials, recycled content to reduce  
the carbon footprint of each product.

# All dressed up with somewhere to go

## Not just a pretty package

PACKAGING. Really important for lots of reasons.

Made from 100% recycled craft card our packaging is plastic free and fully recyclable.

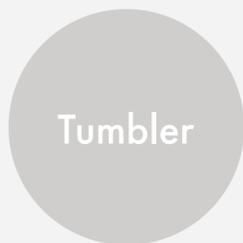
FSC & OPRL logos will be displayed.

Consumers know packaging is an issue so we've taken care with our packaging design.

And we think we've got the perfect balance of shelf-appeal, clear branding and composition essentials.



# It's clear to see...



## Our glassware is a bit special

Beautiful clean lines.  
Long elegant stems.  
Designed for maximum drinking pleasure.

## Ciao bella!

Italian glass.  
Manufactured with the equivalent of  
zero emissions.  
Made with 100% renewable energy.  
40% recycled cullet in each piece.

# And now for the finishing touches...

## Placemats

Up to 100% post-consumer recycled cotton (GRS).

Recycled yarns are sorted into batches of similar colour, the textiles are shredded and processed into brand new yarns.

This reduces the product's water consumption enormously as it eliminates the dyeing process.

During dyeing, approximately 60 litres are used per kg of yarn.



# So that's it!

## An introduction to our new brand - Purer Home.

We are so excited to bring this collection to market, it's been a long time in the making.

It's not quick or easy to drive change. And we are committed to it being not only top quality but genuinely and measurably better in terms of impact and sustainability.

Together we can bring about great change, it's the responsibility of all us to do better, make better for our customers and planet.

Let's talk some more about the opportunity for Purer Home in your stores!

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home