



Nimbus Eco®
Sustainable Products for a Better Tomorrow

Company Overview

Every company starts with an idea. A great company's ideas expand into a vision exceptional for its possibilities, often the possibility to positively affect change. Dedicated to eco-innovation, Nimbus Eco® is just starting its journey to become one of the great companies of the 21st century by providing people with sustainable alternatives to traditional paper products. Founded in 2012, Nimbus Eco's vision is to create a world where paper no longer comes from trees, and in doing so, help the world's inhabitants lessen their impact on the environment and preserve the planet for future generations.

The idea for Nimbus Eco started on a trip to Sumatra in 2011. There to film a documentary, Nimbus Eco co-founder Mark Samuels was surprised to see the heart of protected forests under assault by companies clear-cutting rainforests to make traditional paper or room for more profitable crops. A long-time surfer and conservationist, Samuels worried what the continued destruction of forests meant to the planet and how he, with limited resources, could affect positive change in Sumatra.

Calling on his successful background in the digital, social and media fields helping brands position for success, he realized demand drives change and the solution to the problem was literally in the hands of consumers. To stop deforestation and affect change in Sumatra and beyond, a sea change in both consumer thinking and purchasing habits was needed. To put the sea change in motion, Samuels set about to develop a viable alternative to traditional paper, a tree-free paper product that would be comparatively priced and provide the quality, comfort and performance of traditional paper products.

Samuels turned to long-time friend and successful entrepreneur Josh Askin. A tried and tested product developer with a desire to explore new and innovative ways to manufacture responsibly, Askin also had experience sourcing products and managing partners in the U.S. and China. Excited by the challenge and interested in developing sustainable products, Askin was onboard...and Nimbus Eco was born.

The pair began researching and sampling traditional paper alternatives including straw, sugarcane and bamboo materials. "To be successful we wanted a product that was hygienic, sturdy and soft. This led us to look more closely at alternative fibers and then to explore combining materials to get the best attributes of each," said Samuels.

Settling on a combination of bamboo for its strength and sugarcane for its softness led to six more months of work with various factories. Ten different blends were tested before landing on a unique solution, which the Nimbus Eco team believes is the strongest and softest alternative fiber paper available on the market.

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The flagship product, Nimbus Extra Soft Toilet Tissue, which is available in 330, 550 and 1,000 sheet rolls, is sustainable and durable, like a premium tissue, and importantly...soft. Like a (nimbus) cloud. Best yet, considering that traditional toilet tissue alone causes 27,000 trees to be flushed down the toilet every day or 10 million trees a year, Nimbus Extra Soft Toilet Tissues provides consumers one of the single greatest ways to reduce their impact on the environment, at a comparable price.

In addition to toilet tissue, Nimbus Eco's line of exceptional tree-free paper products includes EcoSoft Napkins, Two-Fold Hand Towels, EcoPaper Towel Roll, Heavy Duty EcoPlate, Blue Cold Cup and an EcoToGo Container (clamshell). Nimbus Eco products are available to consumers on [Amazon.com](https://www.amazon.com), and direct to businesses via its sales team and order form, both available on the company's website at www.nimbuseco.com.

To support the next evolution in environmentalism, Nimbus Eco helps companies and individuals achieve satisfaction and save money by offering them the opportunity to purchase products that preserve the earth's natural resources. In doing so companies are able to 'do good, while doing well.' "Our products are a win-win for businesses, their customers, consumers and our planet," said Samuels.

Nimbus Eco is a company in constant motion. "We actively seek partners around the world to help develop and improve our sustainable products, and significantly, to help increase awareness about the benefits of using sustainable products, and supporting eco-innovation and responsible manufacturing," said Askin. "Through partnerships with our clients and our own education outreach, we hope to encourage more people to 'Go Blue' by building on the learnings of the green movement and providing products that allow people to live in the 21st century in a more sustainable way."

Nimbus Eco® is a company that "walks the talk" and to that end donates one percent of its net revenue to *1% For The Planet*, whose mission is to: "Use market forces to drive positive environmental change by inspiring companies to give." Nimbus Eco is proud to be one of its 1,477 members worldwide giving multi-millions of dollars annually to more than 2,000 environmental groups worldwide.

Creating the world's most sustainable toilet tissue and other tree-free paper products is a never ending process. The Nimbus Eco team is constantly researching and thinking about new ways to lessen their carbon footprint in the manufacturing process and logistics. "Our ultimate aim is to create a tree-free, carbon neutral paper. We're not there yet, but we are locked in on the goal," said Samuels "We are currently working on a patented blend of tissue and paper that is manufactured and grown in America, which we hope to have available in 2015."

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