



## **NextWave Plastics Expands Cross-Industry Consortium; Welcomes Logitech, Prevented Ocean Plastic, #tide ocean material**

*International consumer tech company and leading ocean-bound plastic suppliers join NextWave Plastics to tackle plastic pollution at scale, keeping it in the economy and out of the ocean.*

**NEW YORK CITY (June 14, 2022)** – [NextWave Plastics](#) announces today the addition of international consumer technology company [Logitech](#) and leading ocean-bound plastic suppliers [Prevented Ocean Plastic](#) and [#tide ocean material](#) to its consortium of cross-industry companies and organizations taking measurable strides to keep plastic in the economy and out of the ocean. Nearly five years since the inception of NextWave Plastics, a growing number of member companies across a range of industries are collaborating to reach their shared goal of diverting a minimum of 25,000 metric tons of plastic, equivalent to 2.7 billion single-use plastic water bottles, from entering the ocean by the end of 2025.

“With almost five years under our belt, the story of NextWave Plastics continues to be centered on empowerment, transparency and collaboration,” said Adrian Grenier, co-founder of [Lonely Whale](#). “The addition of Logitech and ocean-bound plastic suppliers Prevented Ocean Plastic and #tide ocean material adds to the strength, diversity of knowledge, experience and potential of the NextWave consortium to create even greater impact and transformational change within and across industries.”

Logitech joins the ranks of NextWave member companies like HP and IKEA as industry leaders in sustainability, recognizing that real change is driven by partnerships and collaboration. In addition to its pledge to avoid single-use plastic packaging whenever possible, Logitech was the first consumer electronics company to make the commitment to provide detailed carbon impact labeling on product packaging across their entire portfolio, with its first carbon labeled products hitting shelves in April 2021. They have open-sourced the methodology, measurement process, and even the label itself for others in the industry to use so that consumers can make informed purchase decisions.

“Plastic debris constitutes one of the most serious threats to ocean health. We are excited to join the NextWave Plastics consortium and collaborate on ways to divert and reuse plastic waste before it enters ocean-bound waterways,” said Prakash Arunkundrum, global head of operations and sustainability at Logitech. “At Logitech, we are committed to continuing to expand our efforts to eliminate single-use plastic and we are increasingly using post-consumer recycled plastic as our preferred material at scale as we design for sustainability across our portfolio.”

Core to NextWave Plastics achievement of its 2025 objective is development of the first global network of ocean-bound plastic suppliers. Today that network spans 21 countries and 25 suppliers offering members a variety of ocean-bound plastics including material sourced from abandoned fishing gear and packaging. In alignment with [NextWave’s Social Responsibility Framework](#), Prevented Ocean Plastic and #tide ocean material are not only giving ocean-bound plastic new life, they are supporting local communities across the coastlines most at risk from ocean plastic pollution with reliable income and

creating recycling infrastructures where they are needed most. The addition of Prevented Ocean Plastic and #tide ocean material enables the consortium to learn from these pioneering organizations and together grow the global network towards greater traceability and more holistic community sustainability.

“There is talk that at least €160bn will need to be invested in making Europe’s plastics systems more circular and carbon-neutral by 2050 if long-term environmental commitments are to be met. In truth we can’t wait for governments and big corporations to take action when there is so much that can be done today,” said Raffi Schieir, Director of Prevented Ocean Plastic. “By working together we can lead the transformation of the recycled materials industry and build a positive, transparent circular economy where everyone is respected. By collecting and preventing ocean plastic there is a huge opportunity for ocean bound plastic to build infrastructure, create jobs on at-risk coastlines and drive up the value of plastic.”

Prevented Ocean Plastic is high quality, certified and award-winning recycled plastic material made from discarded plastic collected from coastal areas at risk of ocean plastic pollution. Used by supermarkets and brands around the world, it meets regulatory health and safety standards, is traceable back to source and can be identified on-pack through its distinctive triangular logo. Prevented Ocean Plastic has a wide range of commercial applications, from food packaging to cosmetics to PPE (Personal Protective Equipment) and today, diverts over 1,000 tonnes of ocean plastic pollution per month and counting.

The upcycled ocean-bound plastic material from #tide ranges from filament used for 3D printing, granules for electronic products to yarn suitable for apparel, bags, shoes, home & office interiors. #tide ocean material is certified ocean-bound plastic and fully traceable using block-chain tracking technology. Every shipment comes with a digital material passport, providing in-depth data about provenance, volumes, quality, processing steps and journey of the material.

“Tackling the issue of plastic pollution can only be done collaboratively. We are putting egos aside by learning from each other and growing as companies and as an organization. This is the culture we need”, says #tide founder and CEO Thomas Schori. “Our materials are as good and versatile as virgin plastics and building a resilient and efficient eco-system is what will enable us to rapidly scale this market.”

In 2021 alone, NextWave member companies collectively prevented 959 metric tons of plastic, equivalent to more than 100 million plastic water bottles, from entering the ocean and gave it new life in over 337 premium products, including Humanscale’s Path chair, Dell’s packaging trays and CPI Card Group’s credit and debit cards. Additionally, Shinola – the Detroit-born lifestyle brand – released an extension to its Detrola Sea Creatures Collection on World Oceans Day encompassing watches made using #tide ocean material® granules and yarn. The brand, while known predominantly for watches, also released totes and fanny packs crafted from 100% recycled polyester and REPREVE, an innovative material created from upcycled ocean-bound plastic bottles.

Drawing on nearly five years of knowledge-sharing and progress, NextWave recently released a series of case studies, [Currents of Change](#), offering an exclusive look into how these global leaders catalyze transformative change and are taking the lead on tackling challenges, finding solutions, and creating real impact.

For more information on NextWave, visit [www.nextwaveplastics.org](http://www.nextwaveplastics.org) and download the [NextWave Plastics 2021 annual report](#). You can also connect with NextWave on [Twitter](#) and [LinkedIn](#).

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### **About Logitech**

Logitech helps all people pursue their passions by designing experiences so everyone can create, achieve, and enjoy more. Logitech designs and creates products that bring people together through computing, gaming, video, streaming and creating, and music. Brands of Logitech include [Logitech](#), [Logitech G](#), [ASTRO Gaming](#), [Streamlabs](#), [Blue Microphones](#) and [Ultimate Ears](#). Founded in 1981, and headquartered in Lausanne, Switzerland, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech at [www.logitech.com](http://www.logitech.com), the [company blog](#) or [@Logitech](#).

### **About Prevented Ocean Plastic**

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Prevented Ocean Plastic counts LIDL, Sainsbury's, Waitrose and Booths Supermarket as key partners, along with major manufacturing partners such as Group Guillin and Berry Global for product offerings in fish, poultry, soft fruits, personal care and home products.

Recent awards include Lidl GB, winning Sustainable Initiative of The Year 2020 at the Retail Industry Awards for its launch of fish and poultry packaging containing Prevented Ocean Plastic, Dynaplast being awarded first prize in their category for Scapmarée (E.Leclerc)'s first Eco-responsible Packaging Challenge in France, for offering trays using Prevented Ocean Plastic, in March 2021, and last year, Zen WTR received the 2020 SEAL Business Sustainability, Environmental Initiative Award, honoring organisations and leaders across the globe that make measurable contributions to sustainability and develop innovative initiatives that will positively impact the environment for centuries to come.

### **About #tide**

Tide Ocean SA is a Swiss company with offshoots in Southeast Asia that has developed upcycling methods for marine plastics with the Swiss Institute for Materials Engineering and Plastics Processing (IWK, OST). In addition to environmental protection, #tide® also creates social added value: from fishermen to retailers, everyone benefits from the values that the company upholds.

The granulates, threads and filaments made from #tide® ocean material are used in a wide variety of products and have been awarded several times. With its program «Road to 1 Billion Bottles», #tide® has set the goal of collecting the equivalent of one billion plastic bottles by 2025, re- and upcycling them and thus protecting the fauna and flora of the oceans. [www.tide.earth](http://www.tide.earth)

### **About NextWave Plastics**

[NextWave Plastics](#) is an industry-led, open-source collaboration among leading technology companies and consumer brands to develop the first global network of ocean-bound plastics supply chains. Convened by Lonely Whale, this consortium aims to keep plastic in our economy and out of the ocean and has committed to preventing 25,000 metric tons of plastic waste from entering the oceans by 2025 across countries most impacted by plastic pollution. Members include CPI Card Group, Dell Technologies, HP Inc, Humanscale, IKEA, Interface, Logitech, MillerKnoll, Prevented Ocean Plastic, Shinola, Solgaard, #tide, Trek Bicycle and Veritiv. In 2021, NextWave was [awarded the top honors at the United Nations](#)

[SDG Action Awards](#), which recognize organizations from around the world that are mobilizing, inspiring and connecting individuals to make positive change for people and the planet. To learn more, visit [www.nextwaveplastics.org](http://www.nextwaveplastics.org), follow along on Twitter at [@NxtWavePlastics](#), or connect on [LinkedIn](#).