

elasto is a certified partner of The Honu Movement.

1. Wear sunglasses.
2. Clean the ocean.

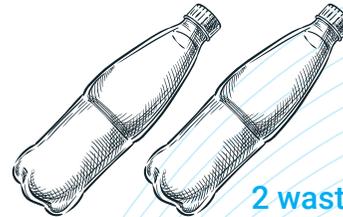


For every pair of "Beach" sunglasses sold by elasto, employees of The Honu Movement collect and recycle 2 waste single-use plastic bottles from the ocean.

CERTIFIED PARTNER
PFP-202268



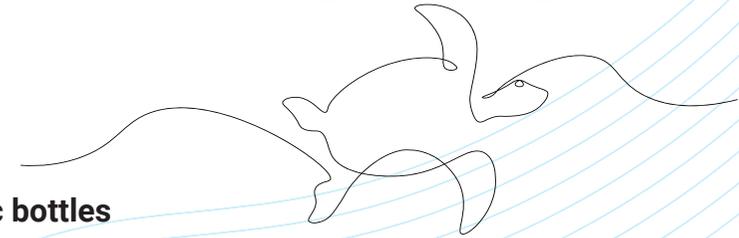
Quality
Made in
Germany.



2 waste single-use
plastic bottles from the
ocean.



01623
Sunglasses "Beach" clean-up



What The Honu Movement is all about...



Avoiding plastic.
Dedicated teachers teach children about sustainable lifestyle.



Removing plastic.
We employ our own staff to collect plastic from the ocean.



Reusing plastic.
We process the collected plastic using certified local recycling systems.



Combating poverty.
We provide fair jobs for the poorest of the poor.

01623 Sunglasses „Beach“ clean-up

Plastic: ABS & PC
145 x 150 x 48 mm

30 g

Meets the requirements of EU Regulation 2016/425 PPE, Category 1 and the EN ISO 12312-1:2013+A1:2015 standards (DIN EN ISO 12312-1:2015-12).

Subject to errors and alterations.



PROMOTION FOR LIFE

Cooperation between elasto & The Honu Movement.



elasto starts its next big campaign in the area of sustainability and environmental protection. To this end, the Sulzbach-Rosenberg-based company has called in a competent and experienced partner, with a view to making our planet a little bit cleaner - The Honu Movement.

What does The Honu Movement stand for?

“We’re cleaning up the ocean!” – this is the motto of The Honu Movement. The organisation has taken on the task of leaning the rubbish from our oceans and, consequently, from our environment. In so doing, they do not use any controversial technologies that interfere with the ocean ecosystem. Rubbish is collected by hand. They do this on beaches, in river estuaries or with boats, directly on the sea. There are now more than 150 employees active in Southeast Asia and Africa, and the organisation is acquiring an ever-increasing number of supporters for this exceptional work.

Prior to being collected by recycling companies, the plastic is stored in so-called “Trash Cabins”, to prevent it from being blown away by the wind or spread by animals.

The rubbish is then collected by a local, certified recycling company once a week and brought to a larger collection point.

This plastic is used to make granulate, which is in turn used for new products and construction projects (ports and houses). Only 10% of the remaining rubbish is burned to generate power. However, here too, they work together with a company to use it to generate fuel.

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Impressed by the organisation’s work and the tireless dedication of the volunteers worldwide, elasto is also eager to do its part and will therefore in future be working alongside The Honu Movement, as a certified partner.

The project starts with the market launch of the “Beach” clean-up sunglasses. For every pair of these sun-glasses sold, two plastic bottles will be removed from the ocean, collected and recycled.

The environmental problems caused by single-use plastic waste in our oceans are huge, and something must be done about it. This problem will not solve itself. elasto is self-aware in this regard, and for some time has been focussed on the production and sale of recyclable, multiple-use plastic products, which can be reused time and again, and thus contribute to protecting our environment.

Find out more at:

the-honu-movement.com