

 NatureWorks LLC

earth  
ingeo  NatureWorks®  
month 

## Responsible Innovation Comes to Everyday Life

**Snehal Desai**  
*Global Commercial Director*

**LOHAS 11**  
**May 15, 2007**

## Responsible innovation...

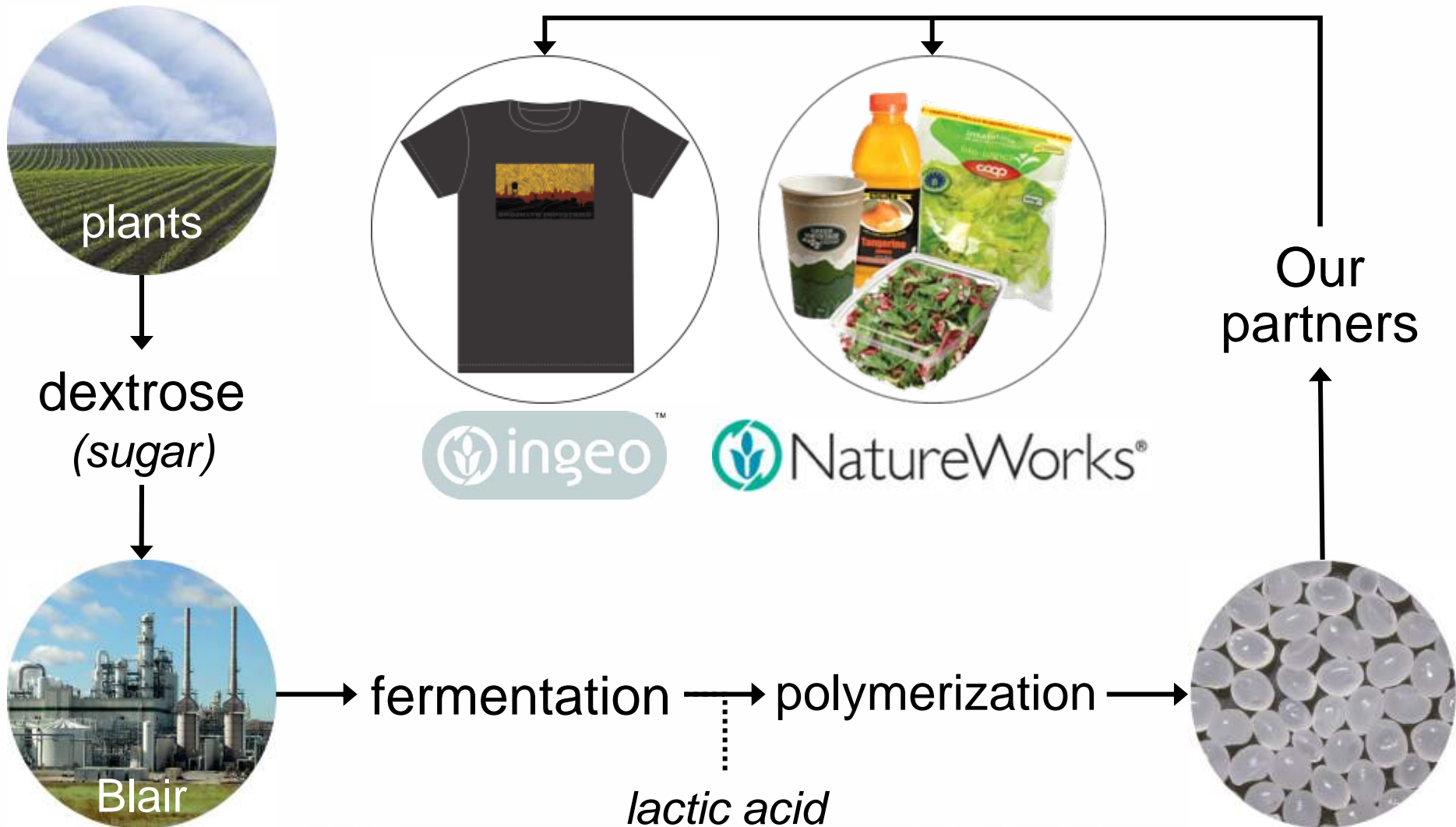
*NatureWorks® is the first performance polymer made from 100% annually renewable resources, **not oil.***

Driven by two brands...



...utilized by over 100 brands and available in over 70,000 retail locations globally.

# Responsible innovation...



...to everyday life.



## Serviceware



## Bottles



## Rigid Containers



## Flexible, Films & Coatings



## Consumer Goods



...to everyday life.



## Nonwovens



## Home & Office Textile



## Apparel



# Responsible Innovation: Making it Relevant

- Support key brands/retailers and their products made from NatureWorks® or Ingeo™
  - Downstream promotion and communications
  - Assuring responsible innovation and authenticity from raw material to finished branded product



- Ingeo™ NatureWorks® Earth Month

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# What is Ingeo™ and NatureWorks® Earth Month?

***Earth Day (April 22) - World Environment Day (June 5)***

- Month-long series of global events:
  - round-tables & panel discussions
  - event sponsorships
  - community events
  - sales promotions
  - media activities

*...and others focused on an environmentally sustainable concept.*

- Purpose:
  - Promote a new way of shopping at consumer level
  - Create a critical mass around products carrying responsible innovation at consumer level
  - Promote partner's brands by leveraging multiple and unique communication channels and tools.



# Participating Partners

## Apparel

- A-Style
- Brooklyn Industries
- Codice a Sbarre
- Fox River
- Jáloe
- Launch Pad
- Linda Loudermilk
- Moral Fervor
- Nadia Fassi
- NatureVSFuture
- Rianne De Witte
- Salewa (Germany)

## Beverages

- Beantrees Fine Organic Coffees
- Belu
- Blue Lake Citrus (Noble Juice)
- Green Mountain Coffee Roasters
- Naturally Iowa

## Consumer Goods Packaging

- SOLE Custom Footbeds
- Prod Logi Co, Ltd. (BsaB)

## Food Brands

- Del Monte Fresh Produce Co.
- J&J Distributing (Fresh Cuts)
- Taylor Farms

## Converters/Distributors

- Gordon Food Service
- Risupack
- Wei Mon
- Wilkinson
- WIP

## Durable Goods

- Panasonic
- Sony
- Fujitsu

## Fast Food

- Mos Burger (Taiwan)
- Subway (Taiwan)

## Garden Products

- Easy Gardener

## Home Furnishings

- Designtex
- Faribault Mills
- Pacific Coast Feather Company
- Mercury


## Personal Care/Beauty

- Ben's Land
- CARGO Cosmetics (PlantLove)
- Naturaè

## Retailers

- Cub Foods
- Schnuck Markets, Inc.
- Wild Oats Markets
- Millets
- Auchan
- COOP
- Marks & Spencer
- Priméale

# Ingeo™ and NatureWorks® Earth Month Events

<b>April 18 – 21</b>	<b>April 24</b>	<b>May 2 – 6</b>
<b><u>London Marathon Village</u></b> ExCel Exhibition Center (Booth 065, 11am – 8pm)	<b><u>The Launch Pad Showroom</u></b> 35 Great Jones Street New York, New York (12pm – 2pm)	<b><u>Festival of Fitness</u></b> Fortezza da Basso Florence, Italy (10.30am – 9pm)
<b>April 19</b>	<b>April 24</b>	<b>May 15</b>
<b><u>Hofstra University Roundtable</u></b> Hofstra Cultural Center, Hempstead, New York (1.30pm – 3pm)	<b><u>London Roundtable</u></b> National Magazine House 72 Broadwick Street, London (10am – 12pm)	<b><u>LOHAS 11 Forum</u></b> The Marriott Hotel Marina del Ray, California (2pm – 3pm)
<b>April 20</b>	<b>April 26</b>	<b>May 18 – 20</b>
<b><u>Codice a Sbarre Fashion Show</u></b> Magazzini Generali, via Pietrasanta 14 Milan, Italy	<b><u>Brooklyn Industries</u></b> 161 8th Avenue Chelsea New York, New York (7pm – 9pm)	<b><u>Terra Futura</u></b> Fortezza da Basso Florence, Italy (9am – 8pm)
<b>April 22</b>	<b>April 29</b>	
<b><u>Tamshui Fishermans' Wharf</u></b> Taipei, Taiwan	<b><u>Friends of the Earth</u></b> Tree Planting Challenge Tai Lam Country Park Hong Kong	

**Consumers expect brands to take a small step on their behalf.**



**We know that a bio-plastic is a step in the right direction, and NatureWorks® polymer is a small step towards being more responsible.**



**Join us on a Journey**

**Thank You**