



**Nimbus Eco®**

### **Frequently Asked Questions**

Q: What is Nimbus Eco®?

A: We are a forward looking company dedicated to providing premiere tissue and paper products that are tree-free and sustainable. Through our commitment to eco-innovation we continually explore more sustainable processes and products to help lessen people's impact on the environment and preserve our planet for future generations. Nimbus Eco also is dedicated to educating businesses and consumers about sustainability. We believe it is the leading-edge of environmentalism.

Q: What are your products made from?

A: Our tree-free tissue and paper products are made from a hybrid blend of bamboo and sugarcane pulp (or *bagasse*). After testing lots of alternatives to traditional paper we settled on a combination of bamboo for its strength and sugarcane for its softness. Our unique blend of fibers provides the quality, comfort and performance of traditional paper products consumers are used to at comparable prices. We also offer food service products such as dinnerware made from 100 percent bagasse.

Q: What is sustainability?

A: Sustainability is the notion of "meeting the needs of the present generation without compromising the ability of future generations to meet their needs."<sup>1</sup>

Q: What is a sustainable product?

A: A common definition of a sustainable product is that which "minimizes its impact on the environment at each phase of its life cycle."<sup>2</sup> The challenge is that the life cycle of products is different which makes comparing sustainable products difficult. For instance, a product may be easy to recycle but require lots of resources to produce. Or a product may have a long life span but may be toxic or too costly to recycle. According to OEH-NSW, "choosing sustainable products is about trying to find a balance between different environmental characteristics over the life of the product."

Q: Why are your products considered sustainable?

A: No trees are used at any point in our production process. That in itself is a big step forward in sustainability, especially given that tree loss alone is responsible for 20 percent of the carbon pollution produced globally each year.

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<sup>1</sup> United Nations Brundtland Commission, 1987

<sup>2</sup> Office of Environment and Heritage – NSW, Australia (OEH-NSW)

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Being sustainable means being supportable or rather being able to be used, such as a natural resource, without being completely used up or destroyed. Nimbus Eco uses bamboo, one of the fastest growing plants in the world, with a six-month life cycle from seed to harvest versus a 10-year cycle for trees. We also use a fibrous by-product of sugarcane production, called bagasse, enabling us to repurpose an otherwise disposable by-product. Finally, both the bamboo and sugarcane are grown on farms and harvested by hand greatly reducing waste and carbon emissions.

Striving to create the world's most sustainable tree-free paper products is a never ending process. We are constantly looking for new ways to improve our products and to lessen our carbon footprint throughout our company's eco-system – from manufacturing to logistics. Our ultimate aim is to create a tree-free, carbon neutral paper. We are looking at a new blend of tissue and paper manufactured and grown in America, and hope to have it available in 2015.

Q: Are your products expensive?

A: Our complete range of sustainable, tree-free paper products are comparably priced against traditional paper products as well as recycled paper products, and products in the sustainable category. Our Nimbus Extra Soft 550 and Nimbus Jumbo 1000 toilet tissues are especially competitively priced and one of the easiest and most rewarding change businesses and individuals can make to have a positive impact on the earth.

Q: How did you come up with the idea to make tree-free paper products?

A: Founder Mark Samuels was in Sumatra filming a documentary and witnessed firsthand the destruction of ancient rainforests to provide wood for traditional paper and gain space to plant more profitable crops such as palm oil trees.

Samuels realized one of the few ways to stop deforestation was to create consumer demand for paper products made from alternative materials. Samuels set out to develop quality tree-free paper products consumers would want and demand with the hope it would reduce the pressure on the world's remaining forests.

Q: What products do you make?

A: We have a broad suite of tree-free, eco-friendly tissue and paper products made from our unique blend of bamboo and sugarcane including:

- Nimbus Extra Soft Toilet Tissue (550 sheets)
- Nimbus Jumbo (1000 sheets)
- EcoSoft Napkins (dispenser ready)
- Two-Fold Hand Towels
- EcoPaper Towel Roll

Our food service products are made of 100 percent bagasse (a by-product of sugarcane production):

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- Heavy Duty EcoPlate
- Blue Cold Cups
- Eco ToGo Containter (clamshell)

Q: Where are your products manufactured?

A: Our products are currently manufactured in China. We are actively working on a patented blend of tissue and paper that uses source material grown and manufactured in America. We hope to have our new, locally sourced and manufactured tree-free paper products available in 2015.

Q: How can you maintain you are a sustainable company when your products are produced in China and shipped to the U.S.?

A: Nimbus Eco is a sustainable company because we develop tree-free, sustainable paper products. Our goal when starting Nimbus Eco was first to develop tree-free, sustainable paper products with the quality, comfort and performance of traditional paper products that consumers would love and demand. We know demand for tree-free paper products will help stop deforestation. We accomplished that.

Our next goal is to source materials and manufacture leading-edge sustainable products in America by 2015. This will lessen our carbon footprint considerably getting us another step closer to achieving sustainability companywide.

Importantly, as we learn, innovate and improve sustainable practices throughout the company, from operations to sourcing and manufacturing, we will help educate people about sustainability or 'Going Blue'. We will share the learnings from our sustainable journey so businesses can learn from our successes and mistakes in the hope they in turn will educate their colleagues and consumers about sustainability and its benefits.

The bar for sustainability is high; as it should be. Step-by-step we continue to work to achieve sustainability throughout our system.

Q: What is the difference between sustainable and recycled products?

A: Sustainable products are those able to be used, such as a natural resource, without being completely used up or destroyed. A good example is bamboo.

Recycled products are made from products using raw materials already extracted from the earth, which minimizes the need to extract even more of it to meet consumer demand. Also, the color blue denotes sustainable and green is associated with recycling.

Q: What does 'Go Blue' mean?

A: Simply stated, going blue means choosing to purchase sustainable products over those made from trees, oil, and their recycled cousins. "Go Blue" is a call to action for consumers and businesses to consider the needs of future generations and purchase in a smarter and more responsible way.

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Q: Where is Nimbus Eco located?

A: San Diego, CA

Q: How do I buy your products?

A: There are two convenient ways to purchase Nimbus Eco products. Businesses can complete the order form on [www.nimbuseco.com](http://www.nimbuseco.com). For more information email us at [Info@nimbuseco.com](mailto:Info@nimbuseco.com) or call 858-500-3626. Consumers can order our toilet tissue on [Amazon.com](http://Amazon.com).

Q: What does Nimbus Eco mean?

A: Cumulonimbus, or for short “Nimbus”, is a distinctive billowing cloud and embodies the cycle of water being pulled from the ocean, poured over land and flowing back to its source, sustainable in every way. Clouds are puffy and white, implying cleanliness as well as softness, an important aspect of all the products we make. Eco refers to the eco-friendly and sustainable nature of all the products that we do and will manufacture. As a whole, the Nimbus Eco name is a prompt to customers that our products are sustainable and comfortable.