

pela
IMPACT
REPORT

20

23

OUR STORY

This all started with Jeremy Lang, our founder. He saw first hand the damage plastic was doing to our oceans while on family vacation in Hawaii in 2008. Jeremy had the courage to spend years experimenting with new materials to try and find an alternative to plastic that could be used in everyday products

OUR MISSION

Our goal is to remove 10 billion pounds of waste from the waste stream by 2028. It's ambitious but with the support we've been getting from our community, and the help and awareness being built by our partners, this goal is a real possibility. We dream of a waste free future and part of that requires us turning off the tap on plastic and food waste entirely. We want to educate and inspire the global community of people who are committed to making a positive impact on our planet.

KEY METRICS

159,246 lbs of plastic

were prevented from entering the waste stream as our customers made the switch to Pela. This equates to 13,133,225 plastic bags! Going forward we hope to have a bigger impact with the support of our community.

65%

of our case and accessory were manufactured here locally in Kelowna, with 100% of our cases printed at KSS (Kelowna Sustainability Studio).

83%

of our case and accessory were fulfilled locally from our manufacturing site in Kelowna, reducing the amount of product needing to be shipped to a separate fulfillment warehouse.

2600 used cases

were sent back to Pela for recycling or composting as part of our Pela 360 program!

\$123,584.75 CAD

donated to organizations including Ocean Conservancy and Mamas for Mamas. While the products we design are impactful on their own, we believe good business and doing good are the same thing.