

mielie mailer

feb 2020



planet or plastic

we are going through a pretty radical change in societal norms and values. right now plastic and climate change are public enemy number one and two.

for the last few years, there's been no bigger story in the packaging industry than the single-use plastic crisis.

most plastic will not get recycled. it's the truth. our current system is overburdened, and packaging with flexible plastic or mixed materials will likely never make it through a recycling facility and will go straight to landfill or get burned.

why start mielie mailer? because at some point, you have to innovate yourself out of the situation.

saving the planet doesn't mean eradicating plastic. it means changing it.

our story

our ultimate mission is to use nature to help save the world and create a better future today.

we are a solution-driven company - we identify needs and rapidly innovate and deploy resources to solve them. our first solution, a plastic-alternative to traditional flybags has the potential to replace up to 100 million single-use plastic-bags in south africa.

our innovation doesn't end there. our solution also has the potential to turn 100 million carbon emitting deliveries into carbon capturing ones... annually.

consumers and businesses want to change, but there can't be change if people don't have anything to change to. powerful change only comes about with collaboration.

so let's collaborate.

mailer

a humble shipping mailer with one sole purpose - to help humans make better choices for themselves and for the planet.

compostable material

our mailers are made from spoiled corn and PBAT. the plant materials used are sourced from sustainable grow areas where no forest or natural habitat was cleared.

manufacture

our carefully chosen manufacturing partner, in china, has a stellar track record for a production facility which mitigates waste, treats workers fairly & equitably & uses cutting edge technology to ensure consistency & quality

sizes

we currently offer a medium & a large. we have plans to add a third size soon & are able to offer customized sizes for brand collabs. the largest size we can produce is 780mm x 780mm.

customization

we offer design customization for large orders. colour customization is limited to one unique base colour & one unique text colour. all collabs require an 80:20 client:mielie mailer brand split.

certifications

mielie mailers are certified by all three industry certifiers: **tuv austria**, **bpi** & **dincerto**. they meet american, european, international & australian standards for domestic/home compost.

carbon negative

we could have stopped at plastic. we didn't. every delivery in sa, using our mielie mailer, removes more CO2 from the atmosphere than it creates, helping mitigate the effects of climate change

how

using internationally recognized standards, some pretty impressive maths and a partnership with a tree-planting ngo, we calculate & then offset generated emissions on a company-by-company basis.

calculations

we calculate generated emissions using emission factors from the **french transport code** & accounting guidelines from the **greenhouse gas protocol**.

trees

we only plant trees in africa to offset emissions. all projects are externally audited & verified. our tree-planting arm is a registered (soon) non-profit, which means the costs to business are tax-deductible. our tree-planting projects:

- empower local communities. nurseries are created & managed by community members.
- put no strain on the local environment. trees planted are indigenous to the area.
- are planted to mimic natural, organic forest growth as best as possible. we don't plant monocultures with an intention to harvest.
- incentivise local communities to act as custodians to these forests, so trees don't fall prey to illegal deforestation and fires.

education

powerful change only comes about with collaboration, but collaboration cannot begin without education.

nelson mandela said; “education is the most powerful weapon which you can use to change the world.” as such we have made it a priority to create information channels to reach and teach.

maverick

we have a weekly newsletter aptly called ‘the mielie maverick’. in it we share news & events from around the world about climate change, plastic pollution, conscious consumption & the circular economy.

how we work

small brands

small brands ordering less than 5 000 units, order directly from our website. carbon offsets are inferred from aggregate data & are accurate per size.

large brands

large brands ordering our moq for co-branding go through our 30-day sampling process (for the design) before placing a final order. sample delivery data is required to calculate the appropriate offsets.

delivery

we use fastway as our preferred local courier. all orders are fulfilled directly from our warehouse in woodstock. in some instances, we ship directly from our production facility in china to a customers fulfillment centre.

customer success

we respond to email requests in under 24hours, we have livechat on our website & are developing a host of explainer videos & other resources

implementation

our products are easy to introduce into the fulfilment process and delivery cycle for any business.

green shipping options (consumer cost)

64% of customers will choose a green-shipping option at checkout when this option is priced at a premium. 'carbon-negative, plastic-free delivery' for an additional r5-10 is very appealing to customers.

green shipping options (business cost)

alternatively, businesses can choose to absorb the costs. many larger clients do this, to great branding & marketing success.

recommended courier companies

as our mailers do not have waybill pockets, we recommend **fastway**. their **fastlabel** system eliminates the need for paper waybills. it's not only more convenient, but better for the environment.

stickers

when flybags are inappropriate for delivery, i.e. boxes are used, we offer mielie mailer stickers. these stickers offset the carbon footprint of any courier delivery in south africa. this allows businesses to offer carbon-negative delivery for all orders, large or small.

transparency & ethos

we engage in conscious capitalism & take a stakeholder-first approach to business. our success is measured from the perspective of the triple bottom line: our positive impact on people & planet as well as our profits.

people

we use corn that is unfit for human consumption - the production of our mailers does not direct food away from people.

our production facility has been audited & verified by **amfori bsi** for fair wages, reasonable work hours, safety & employee benefits.

our tree-planting initiatives provide local employment opportunities throughout africa & result in residual income for those communities.

planet

our compostable alternatives leave no physical trace on the environment.

our tree planting initiatives sequester carbon dioxide directly from the atmosphere, mitigating the greenhouse gas effect & climate change.

profit

our low-margin pricing structure encourages mass adoption of our products, while simultaneously allowing us to invest in further research & development.

“

the greatest threat to our planet is
the belief that someone else will save
it.

”



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