



# FROOTLOOM

**Delicious and Nutritious!**



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## • What is FROOTLOOM? •

FROOTLOOM is a clothing business we made. We aim to solve the problems of the food waste in the juice industry. Fruit juice companies makes millions of fruit wastes every day and we want to reuse these wastes to our advantages. We get the pulp from juice factories and clean, disinfect, dry and sew brand new clothes from the once wasted pulp. This method will eliminate a lot of food waste and make sustainable, brand new clothes for the future of a sustainable earth.\*Mic drop\*

This presentation will include: What is FROOTLOOM?, How we identify the problems, Our very own research and our solutions (including already made solutions), Our product designs and plans, our marketing, and why YOU should choose us



## Our problem, and our strengths and weaknesses

### Problem

Most juice companies all around the world produce fruit pulp, which is the leftover substance of when you juice fruit, and that pulp is considered waste and is rarely used. We want to give a solution to the amount of waste made every day

### Strengths and weakness

One of our strengths is that we're saving the environment by reducing the amount of food waste on the planet, and we're saving the amount of labour the clothes would've require.

But on the other hand, our company would take a lot of money to produce as the machines will be pretty expensive and we'd have to pay for factory workers and other expenses

## Our Logo

We put a lot of effort into creating our logo as our logo is the way we shall represent our company and what we intend to create. We see our logo to truly and accurately show what we want to create in a simple way as our logo is

## Our Mission

Our mission is to significantly reduce Food waste from fruits when making juices. When juices are made it produces Fruit pulp which is wasted. We will reuse the pulp to create new, good quality clothes.



## Our slogan

Our slogan was thought out meticulously by all the members of the group and we feel this fits our company best for what we believe in

## Our Product

These Bags and Clothes are completely made only from our fruit pulp we produce that makes it very useful. It is also not that consumable for fabric and other materials. First, we clean the pulp with water, vinegar, and baking soda. Next, we put it into a spinneret to squeeze it to fine fabric strands and there, it's made into clothing.

### PROOTLOOM PREMIUM COLLECTION

Partnership with PROOTLOOM

10.99\$



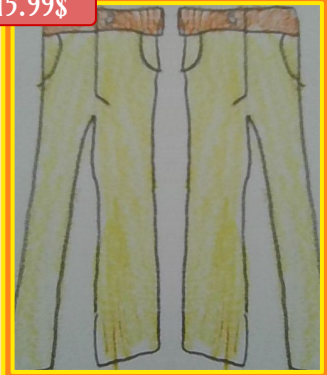
**PROOTLOOM Tote Bag**  
Durable tote bag made of fruit pulp to carry all your equipment.

12.99\$



**PROOTLOOM Shirt**  
Soft and comfortable shirt made of fruit pulp and 100% Eco Friendly.

15.99\$



**PROOTLOOM Pants**  
Amazing quality and comfy. Stylish to any occasion.

**To who  
Is it aimed at**

Our product is open to any people but we mostly want our product to aim at environmentalists and other people who care for our environment and animals

**Where can we  
sell it?**

We think we should sell our pulps clothes into companies such as Amazon, Costco and Walmart those companies are popular in the world and cheap.

**How can we  
promote?**

We will promote it to famous social media people so the viewers can buy our clothes or we can buy some cheap billboard across the Usa.



## Why should you choose us?



Choose this product because these clothes are unique. They are unique because they are made of fruit pulps which is wasted from juice companies. There are clothes made of fruit skin but there are no clothes made from fruit pulp. People who are animal lovers, ecoists, vegans, and people who are interested in unique design may like this. People can invest in this because this is eco-friendly and this is unique.

Our product reaches a wide variety since we aren't stuck to only one fruit but instead we can use any fruit pulp we want. It gives our product a bunch of variety to test with and use so we won't be wasting a single bit of waste left. We want to get rid of all this waste in the most useful way possible and we thought of making cheap clothes for everyone.



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## Conclusion



With the help of FROOTLOOM we can truly make the world a more sustainable place. Our product strives to save the environment and the people around us. The world is in our hands and we can all put a stop to the environmental crisis around us.

All the people in FROOTLOOM believes we can make a difference in the world. We all want to reduce the waste in the world and make our earth into a safer and cleaner place for all of humanity.

For all the people in the audience. We think this product is perfect for you! But YOU can also help us! If we want our product to actually start helping the earth, try to share our message to help remove the waste on the earth and make it into something beautiful