

PICK N BIN

The Ultimate On-The-Go Cleanup Kits For
Life's Adventures

2016 Sustainable & Smart Tourism Forum
"Co-creating life-changing tourism experiences".



change4good

www.picknbin.com

WHO WE ARE:

**Mrs Joanne Reed. Inventor, Owner & Managing Director of PicknBin LLC.
French National. Based in Seoul , Korea.**

We are an innovative & environmentally friendly company. We own exclusive intellectual property rights to our original product (i.e. Design Patent. Pending Utility Model Patent). We also filed a Patent Cooperation Treaty Application which gives us intellectual property protection in more than 140 countries across the world.

Our Mission Statement is:

- 1.To create environmentally responsible solutions to everyday trash, pickups and cleanups for people on the go.
- 2.To promote an eco-friendly lifestyle, making the world a better place while enjoying life's adventures.
- 3.To inspire an engaging, responsible & educational culture.



Our values:

Dare to dream.

Dare to do.

*Dare to be a first
time mover.*

Stay Clean

Stay Green

Keep Singing!...

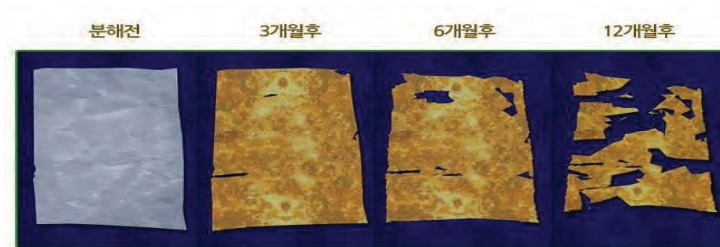


WHAT WE DO:

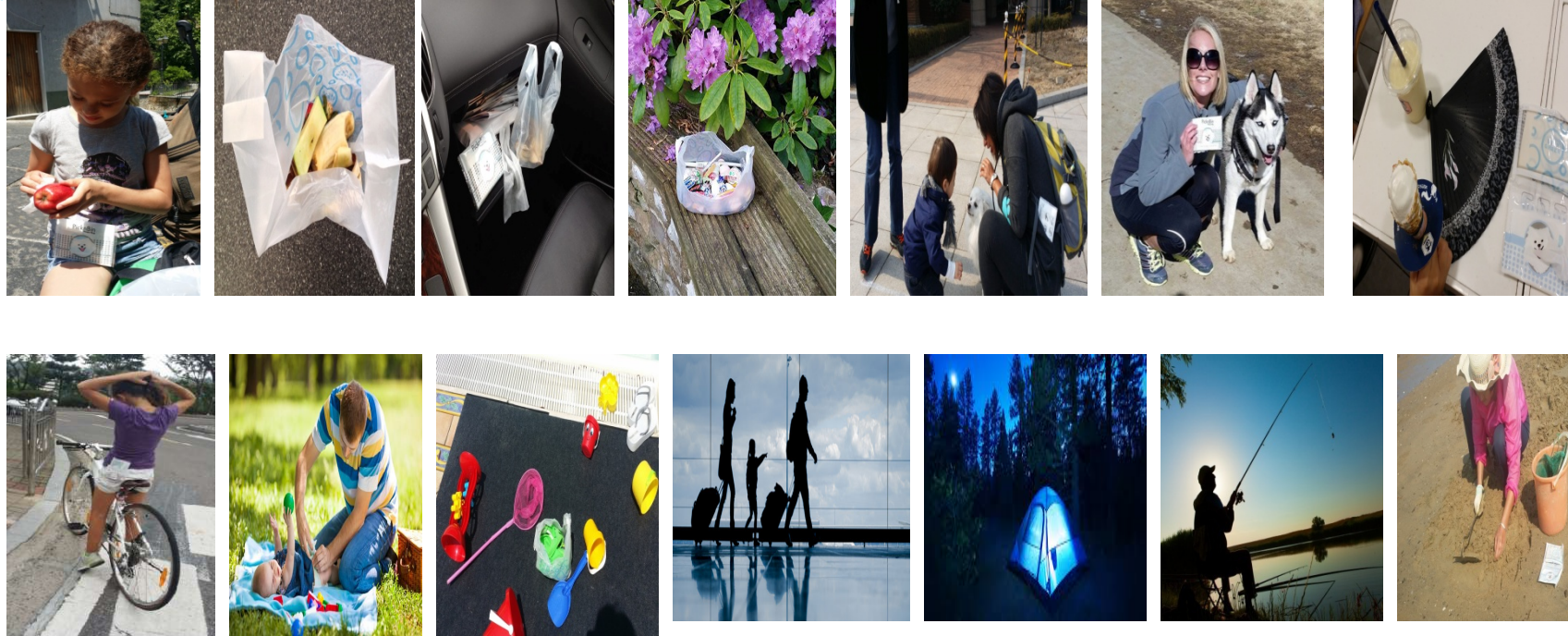
- Started as a pet product and now moving to a multi-purpose On-The-Go Clean-Up Kit which is ideal for travellers and people on-the-go.
- The PicknBin Kit combines antibacterial wipes and biodegradable/compostable bags in an easy-to-carry wallet.
- It is not realistic nor feasible to ban plastic bags all together. It is the type of plastic bags that we use that is the problem together with the way we dispose of it. The problem (i.e. Plastic bags) can be the solution. We have to educate people to stop using normal plastics and use biodegradable/compostable bags instead.
- **PicknBin bag is made of corn stalk, wheat straw, rice straw and sawdust and will biodegrade within a few months.**

Eco-Friendly BioBag (Material) Decomposition

Pre-Decomposition 3 Months 6 Months 12 Months



HOW CAN YOU USE IT?



The usage possibilities of the PicknBin Kit are infinite it can be whatever people want it to be. Have the PicknBin Kit with you everywhere, anywhere and you will always be prepared.

- Keep it in your handbag
- Keep it in your backpack
- Keep it in your trouser's pocket or your jacket pocket
- Keep it in the glove compartment of your car.

PicknBin a Partner with Leave No Trace

The Leave No Trace Center for Outdoor ethics who is an American base Non-Profit organization whose mission is to teach people of all ages how to enjoy the outdoor responsibly.

Leave No Trace is built on 7 core principles :

1. Plan ahead & Prepare
2. Travel & camp on durable surfaces
3. Dispose of waste properly
4. Leave what you find
5. Minimize campfire impacts
6. Respect wildlife
7. Be considerate of other visitors

There is a new trend in the tourism industry towards eco-tourism, rural tourism, and community based tourism. My hope is that the tourism industry use PicknBin as an additional tool in helping sustainable tourism become mainstream.



WHERE DO WE WANT TO GO?

- Everywhere ... locally and internationally
- For the second generation of the PicknBin Product the idea is to offer to Clients a customized PicknBin wallet with their own design, their own logo, their own message, which they can distribute free of charge to their own clients (as an advertising/marketing tool) and/or sold for a profit to their own customers.
- I am also offering to interested parties the opportunity to licence the Picknbin Invention in order to manufacture, market & distribute it overseas hence bringing the product closer to the local customers and creating jobs locally.
- So I am looking for strategic partners with an innovative spirit, a sense of adventure & the ability to react quickly to opportunities.



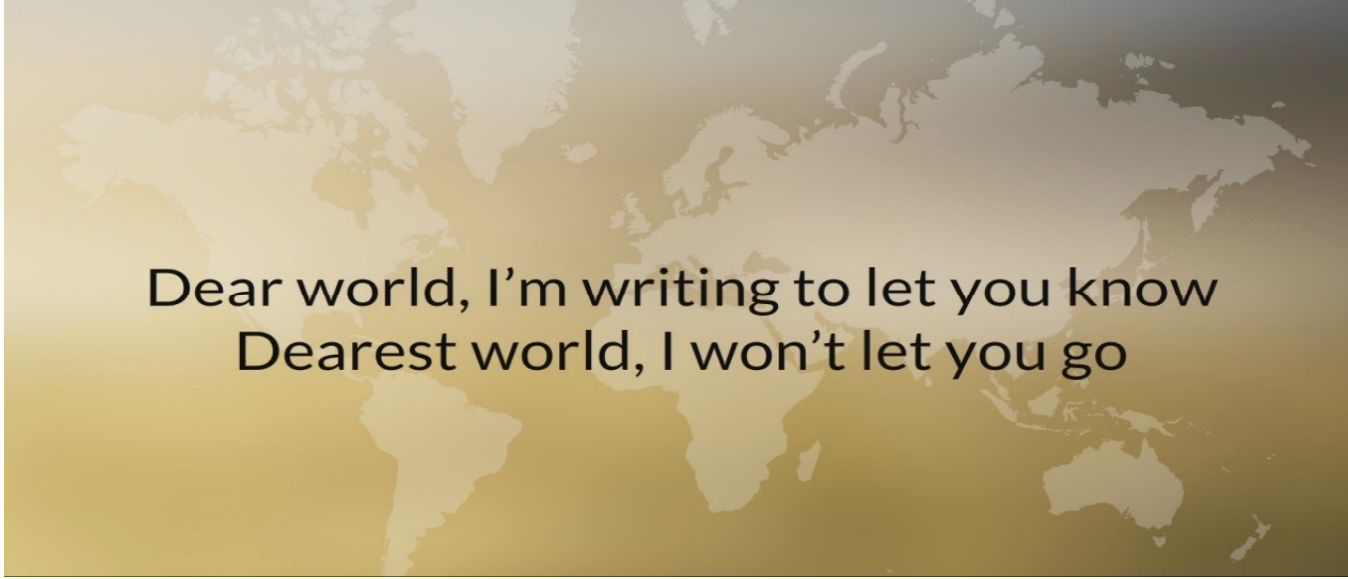
WHAT IS OUR MESSAGE:

- In addition to selling our PicknBin Kit we want to tell a story and we want to spread a message.
- Story telling is the social & cultural activity of conveying stories in words, sounds and/or images. Stories have been shared in every culture since the beginning of times as a means of education, cultural preservation and instilling moral values.
- Music has a universal language that goes beyond geographical and linguistic barriers.
- So I thought that if I had an important message to share I should create an original song to share that message and this is how the song : “Letter to the World “ was born



WHAT IS OUR MESSAGE:

PicknBin Video. Letter to the World



Dear world, I'm writing to let you know
Dearest world, I won't let you go

➤ Our message is: *“Small things count. Don't wait for some big hero organisation to save the World for you. You are the changes that you want to see in the World”.*



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"Ultimately we aim to create the next big green movement starting in the great outdoors following you all the way to your schools, colleges, workplaces and home.!"

