

**THAI's BCG
Entrepreneur 1 - 50**

50 ALWAYS

**TO CHANGE
THE WORLD**

INTRODUCING **THAILAND'S**
SUSTAINABILITY HEROES
50 BCG BRANDS

FOR EVERY MINUTE OF A NICER PLANET.



01

UTILISING MATERIALS

Over the past decade, 103PAPER SHOP has existed on the concept of combining the beauty of natural materials with waste materials to communicate the brand's stories through patterns.



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103PAPER SHOP



NEXTS COLLECTION

The naturalness of the material inspires the flower vases and home decor in this collection. Recycled papers are transformed into natural mineral stones patterns. To enhance our products and meet a wide range of consumer needs, we use colours derived from natural materials such as indium powder, coffee grounds, and dried flowers.

CREATE A DIFFERENCE THROUGH NATURE

103PAPER SHOP may not be outstanding, yet we differentiate ourselves from other brands. Experimenting helps us in discovering new ideas that are consistent with our brand identity. Besides paper, we also use everyday objects like coffee grounds, tea leaves and flowers from garlands to bring forward fresh ideas. We have played with natural products like mangosteen, roselle and turmeric powder to see what happens when they are coated with colours. This has made working much more enjoyable. We were able to collaborate with academic experts to examine agricultural materials to create a variety of different materials for our library. "Sincerity is key". We want our products to reflect who we are and what we do. Since our products are handmade, we express that little flaws like cracks, dents, and asymmetries are the charm of handmade goods. This is our unique selling points.

SMALL STEPS THAT CONTRIBUTE INTO CHANGING THE BIG WORLD

Environmental impacts are becoming more apparent. Individuals and groups across the world play an important role in creating these problems as well as reducing them. Anyone can begin by looking around and seeing whether anything can be reused. This does not mean selling existing items, but rather explore their benefits and reuse them. We believe that by working together as a community, we can make a positive difference. It may appear to be a humble beginning, but it has the power to provide a massive impact that will grow over time.



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COFFCUBE COLLECTION

Decorative wall panels of the "CoffCube" collection. It's made from coffee husks that typical beautiful texture. We use coffee husks to make the most of the waste that is thrown away every day, with the consumption and export demand of 100,000 tons of coffee per year. We make it a wall decoration and also use herbal colors such as ebony, indigo, Fang, etc. to have all natural beauty. And retains the temperature control feature, which saves energy, reduces electricity bills, and also echo sound absorb.



WASOO UNDERSTAND THE VALUES FOR LONG-TERM SUSTAINABILITY

WASOO is a wall decoration brand. We aim to reduce PM 2.5 air pollution and carbon emissions from burning agricultural waste. Starting from the use of "rice straw" to prevent it from being burned followed by "Coffee Shell". We are committed to creating safe and healthy products for consumers.



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THE APPRECIATION FOR A BETTER WORLD

It all began with a desire to find new ways to use factory scrap metal. PiN today is capable of much more than just creating eye-catching objects out of discarded materials. The environment and society are important to us, and we want to be a positive contributor that benefits both. We have sincere intentions and boundless imagination, which allows us to showcase our works of art to the global market. Our brand concept is "New Life of Waste, New Life of Welder".





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PiN



FROM “SCRAP METAL” TO IMPACTFUL PIECE OF “ART”

Think of PiN as one who brings a piece of metal back to life. It is more than just metal recycling. We bring in design solutions to enhance our work. Creativity should be applied to transform waste into something beautiful and useful. Our goal is to raise awareness about this important issue. We want to educate our customers that our products can restore a better future for our world, communities, and far beyond.

SUSTAINABILITY FOR THE BALANCED BUSINESS

We must act responsibly in the midst of the current global environmental crisis. PiN, as a manufacturer, pays close attention to every action in order to reduce waste generation and processing (G). We value our employees who are the driving forces behind our brand, supporting one another through this wonderful journey.

PiN - HANGING PLANTER COLLECTION

PiN designed this collection in a module format to allow customers to adjust a wide range of styles to their needs. It can be a decorative piece on a lamp holder or a small plant pot. In addition, the Hanging Planter collection was designed to store materials with the least amount of deformation. This will facilitate the future replacement of virgin material.



SUSTAINABLE INNOVATIVE PRACTICES FOR CHANGE

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NATPIER infuses local innovation into the development of natural odour removal spray. To make the most of what we have, we've transform local ingredients for innovative uses. This strategy does not only protect the local community, it also generates sustainability that can be adapted on a global scale.



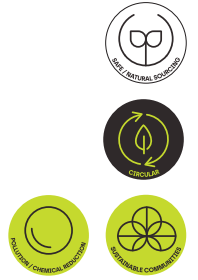
NATPIER AIR FRESHENER, NATPIER BED-BOUND PATIENT AND KIDS SPRAY, NATPIER MASK SPRAY COLLECTION

We are a cutting-edge Thai air freshener spray. Our spray is completely natural and contains a Napier grass extract, which aids in the elimination of odors and germs. Our product has passed the respiratory safety and non-allergy tests from Central Lab and Manose Health Institute, making it suitable for children.



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NATPIER



THE WORLD'S FIRST INNOVATIVE AIR FRESHENER SPRAY "NAPIER GRASS HERB"

NATPIER stands for our main raw material: Napier grass. The grass was brought to our hometown, Khon Kaen, from Africa. It was once used in animal farming and electricity generation. But NATPIER has transformed it into the world's first innovative Napier grass air freshener spray. This is the outcome of our research conducted with Khon Kaen University. Despite being odourless, our air freshener spray has the power to capture odour particles. It is safe for people and the planet. This is the beginning of a bio economy that will allow communities to live in a more sustainable manner.



COMPLETE YOUR BUSINESS WITH BCG

We have applied BCG-based concepts to maximise value and benefits. For us, the letter B stands for natural ingredients, the letter C represents community development for a circular economy, and the letter G represents all that takes place during production to ensure that our products are environmentally sustainable.



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A SIMPLE START TOWARDS A SUSTAINABLE FUTURE

Kiengmool is a result of the establishment of eucalyptus forests to supply timber to manufacturers. Because small timber was left behind during the process, the idea of making bamboo charcoal from orange juice and wood smoke emerged. Bamboo charcoal is utilised as an insect repellent that is harmless to the environment. This not only reflects the brand's approach to protecting natural resources, but also complies to the concept of nurturing our community by assisting people to earn a good living through Kiengmool.

BAMBOO CHARCOAL REFRESHING BAR & BAG COLLECTION

Kiengmool's bamboo charcoal can absorb bad smells, humidity, and harmful pollution more effectively than regular charcoal. Our premium bamboo charcoal has a modern 6-square identity. It is non-sticky, dust-free, sturdy, durable, and shock-resistant.





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KIENGMOOL



SUSTAINABLE WOOD CHARCOAL - THE CREATIVITY OF THE MUN RIVER BASIN



Kiengmool bamboo charcoal is made entirely of natural ingredients. It has a striking hexagonal design that has received the Prime Minister's Export Award, the government's highest honour. In product development, we combine innovation with local knowledge. Our wood charcoal is long-lasting and does not cause the skin to peel off when touched. Our charcoal bags are made with wood textiles sourced from Ubonratchatani, known for its distinct artisan techniques. Kiengmool's products are suitable for children, the elderly, and pets. It all begins in the Iwate stove making class when a Japanese expert obtained Kiengmool's very own wood charcoal copyright. We discovered that high-temperature furnaces are extremely effective at absorbing odours or chemicals from wood charcoal. It can be turned into a highly negatively charged charcoal for water purification, a charcoal cushion for snoring or back pain, or a radiation absorber.

BCG FOR THE BENEFITS OF THE MANUFACTURER, THE CONSUMER AND OUR PLANET

From the selection of raw materials to the manufacturing process, our story begins with a bio concept. The concept evolved into a cyclical process, which is designed to reduce and recycle waste. We believe that our actions will have a direct impact on both our business and our customers in the future.



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THE JIGSAW OF SUSTAINABILITY

Anyone can't help but fall in love with Qualy, a trendy homeware brand that cares for the earth. We believe that everyone should play a part in protecting and balancing our planet. This can be done by reducing waste and maximizing resources. That is where the journey to long-term sustainability begins.



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QUALY



FOODY 3.5/7LITERS COLLECTION

Foody 3.5/7 Liters collection's eco-friendly food caddy is a waste separation made from waste materials. It is being developed to help our environment. By separating organic waste from recyclable wastes, waste can be reprocessed more efficiently.



TURN WASTE INTO VALUE

The identity of Qualy is centered on positive energy, creativity, and design. Our products are designed for those who have sustainability in mind. We accept waste materials from customers and we offer them discounts on future purchases in exchange. Our manufacturing process necessitates creativity and innovation for the production of cost-effective products with a long-life cycle. We want our products to be able to tell their own stories and connect to the people, society, and the environment.

BCG TO BALANCE THE WORLD

Long-term sustainability is our goal. As a manufacturer of social and environmental products, BCG is at the very essence of our commitment. We strive to meet the demands of sustainability.



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REDUCE CONSUMPTION TO SAVE THE ENVIRONMENT

Our mission goes beyond creating fashionable aesthetics. We seek to protect by using natural materials. Throughout our manufacturing process, sustainability is key.

BEFORE SUNRISE COLLECTION

before sunrise collection is inspired by the natural latex and the need to support farmers. The softness of latex is the standout feature of this collection. We use synthetic materials and the circular design concept in the creation of our products and packaging to minimise our impact on the environment. We aim to communicate the brand's concept of "We cannot stop consuming, but we can choose what we consume." through our products.



*these shoes
can change
the world!*



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EARTHSTONE



SUSTAINABLE FASHION

"Sustainability" is our primary focus, and we communicate it in every step of our process. Our design philosophy is based on the re-creation of natural products and the recycling of materials through circular design. To make effective use of resources, we have adopted modern production methods. This allows the product to continue to function after its lifecycle has ended. We integrate the production of slippers and new products with the production of our packaging to maximise our sustainable efficiency.

CIRCULAR ECONOMY AS A ROUTE TO SUSTAINABLE BUSINESS

Earthtone begins with the goal to reduce waste. To capitalise on the value of natural resources, we recycle them. We adopted the BCG approach to plan for long-term sustainability. We believe we are on the right track as this method has reduced environmental impact while also making the world a better place.



CROCHET HANDBAG COLLECTION

Our crochet handbag is made of a water hyacinth that eliminates weeds in the water. It is made from natural, unbleached yarn in a traditional knitting technique into a stylish and long-lasting handbag. To avoid excessive inventory, we focus on made-to-order production. This reduces waste generated during manufacturing processes.



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USE YOUR CREATIVITY TO CREATE VALUE

Unlike others, MUNIE sees hyacinth as a valuable resource. Because of this, we are able to reduce hyacinth waste and form an eco-friendly textile brand. Thai craftsmanship is our top power, and we strive to promote the usage of Thailand's rich natural ingredients.



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MUNIE



TEXTILE AS CONSERVATION

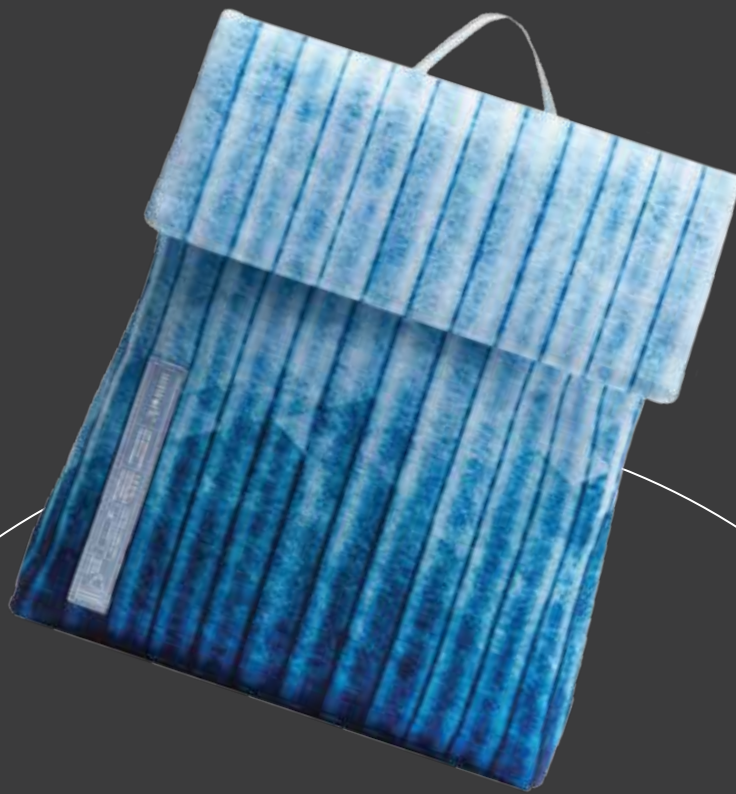
MUNIE cares about every aspect of upcycling, from material selection to product delivery. This is where a made-to-order business approach comes into play. It has helped in the reduction of stocks that causes consumables to exceed demand. We produce durable and non-rapped natural fibers by using 80% recycled cotton and 20% hyacinth. We put our environmental commitment into practice.



BCG IS IN OUR BLOOD

BCG is not just a marketing tool for us; it is in our blood. This has always been our approach, and it is now the mission of our brand. We are determined to be more than just a green business, seeking to foster the coexistence of the environment and assisting our community in globalisation.





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**“ADJUST” THE WAY WE
LIVE TO “TRANSFORM”
A MORE SUSTAINABLE
WORLD**

Recycling and reducing plastic waste can only save a small portion of the planet. In addition to reducing plastic waste pollution, we must avoid consuming livestock products, which have a greater impact on global warming, forests and water resources. Veganism may be the “single biggest way” to reduce your environmental impact on the planet.



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ARTWORK



ARTWORK FELT COLLECTION

The bag from the ARTWORK Felt Collection is made entirely of recycled plastic water bottle fibre, which is more durable than wool felt. It's attractive, durable, recyclable and also free of allergens. Each design is inspired by the ocean, lush green forests and beautiful icebergs.



REDUCING WASTE THROUGH INNOVATION

Besides the prestigious Demark design prize, we were awarded with the Circular Design Award for our innovative use of plastic waste. Plastic waste is converted into felt fibres by tightly connecting recycled fibres, which are then transformed into felt sheets. We also use microfibre leather, which is as strong as animal skins but is less harmful to the environment and does not necessitate animal slaughter. Veganism is gaining popularity around the world as a result of its commitment to not exploiting animals, as well as its environmental and climate change benefits.

RECYCLING TO MAKE THE WORLD A BETTER PLACE

We try to limit the amount of waste that enters the planet's cycle. Since the beginning, we have aimed to communicate this concept through our products and brand stories. Recycled plastics can help to reduce the use of new materials, waster, and energy used in manufacturing.



“ PRESERVING WISDOM AND RESOURCES

KHRAMER aspires to raise the value of traditional indigo dye wisdom. Many people are unaware that the indigo root has many medicinal benefits. Indigo is upcycled into a beauty and health product at KHRAMER. This has a significant impact on the local population's well-being and contributes to the preservation of native plants as a valuable resource. We cannot refuse the use of resources, but we can contribute positively by creating value for them for a better and more sustainable future.

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INDIGO ROOT EXTRACT COLLECTION

This skincare collection was created to help relax the body and mind. It has a gentle touch as if the user were wearing a soft indium cloth. The collection includes Indigo Root Extract Facial Sunscreen SPF50 and Indigo Root Extract Facial Serum.





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KHRAMER



BLUE MAGIC THERAPY: THE NATURAL WAY OF HEALING

We use "indigo root," a long-established native plant, as our primary ingredient. It is beneficial to one's health and also useful in the treatment of diseases and the dyeing of fabrics. From day one, we adopted the "Blue Magic Therapy" concept, which makes use of indigo roots. We test the features of our products to ensure that they are safe and suitable for use. We love this idea and we love the planet. We ensure that no harm has been done to the locals by preserving local materials; they very much appreciate our efforts. We value our packaging just as much as the procedures we employ. To preserve the unique qualities of our products, we strive to replace plastic with upcycled materials.



B C G TO BALANCE BUSINESS SUSTAINABILITY

From the very start, KHRAMER has focused on all B C and G models. The concept is similar to today's global trends. We place a strong emphasis on providing products that match the needs of our customers, encouraging everyone to begin by adopting the BCG approach. This does not have to be done in a specific order, but each business should consider all the three options. It lays a strong foundation for the brand and fosters customer trust while also helping the business on the path to sustainable growth.



IDEA LAB

HUG REFILL AND BULK COLLECTION

We offer skincare products made with Thai natural organic ingredients. Our products and packaging are chemicals and synthetic-free as well as environmentally friendly. HUG's liquid soap, shampoo, alcohol spray and household cleaning products are packaged in large recyclable bottles. Customers can return the bottles to the store for refills.

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BEGIN WITH OURSELVES TO IMPROVE SOCIETY AND THE ENVIRONMENT

The name of our brand portrays the act of hugging. We intend to act as both givers and receivers in order to have a significant impact on our community and the environment. To form a healthier society, we begin with the development of daily nutritious products. Small beginnings can lead to greater collaborations.



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HUG



HIGH-QUALITY PRODUCTS MADE FROM NATURAL INGREDIENTS

Hug may not use advanced cutting-edge technology. But we ensure that our consumers receive high-quality products through research development and zero-waste production. To meet the international standards, we use Thai natural ingredients such as jasmine rice and organic lemongrass to add value to our products. Our packaging has a low environmental impact. It can be reused for other things.

4R (REDUCE-REFILL-REUSE-RECYCLE) FOR SUSTAINABLE BUSINESS

We can no longer conduct business without considering the impact on the environment. As a manufacturer, we see BCG as a way for us to become more environmentally conscious. Hug's products are designed to be cost-effective, long-lasting, and reusable. By carrying out this simple action, our planet will be able to improve its health for the sake of the future.