

ENVIRONMENT & EQUITY

Pruthve seeks to partner with retailers to accelerate achieving their ESG goals

Purpose

Pruthve works with corporations to design and develop solutions that **engage and enable** mass populations to undertake environmental action.

Why

Genuine ESG impact requires **broader participation**, beyond those with a "green" mindset.

People are willing to make a change, but most need some incentive and enablement or help to overcome barriers.

Approach

We design ESG solutions that also promote **business growth and drive shareholder value** and then collaborate with companies to tailor and implement them.

Our initial focus is on reuse of laundry care and household cleaner containers where the manufacturing, logistics, and retail **environmental impact** can be reduced by 90% while increasing **social equity**.

Key business impacts:

Revenue, Margin, EBITDA, Utilization, Brand, ESG, Safety



Solution snapshot

Enable customer's to reuse their laundry and cleaner containers

Customers can:

1. Bring their empty or partially empty container to the store
2. Use a refill station to get their selected product
3. Pay only for the refill amount at a low, bulk, per liter price

Select benefits for customers:

- Lower product cost
- Social equity via bulk pricing for all customers
- Flexibility to not wait for an empty container
- Ease of use
- Optional membership

Select benefits for retailers:

- Lower manufacturing cost
- Plastic reuse and reduced waste
- Reduced transportation and energy use via bulk product and concentrate
- Increased retail space utilization
- Target analytics integration