



Authentic Sustainability

1 paintbrush CO₂e
equals 2 PET bottles
or 19 light carry bags

85M kg
CO₂e

Retail & Distribution

Large retailers are aligning with Science Based Targets initiative (SBTi) commitments to a 1.5°C pathway. As purchased goods usually account for the majority of retail Scope 3 emissions, reducing the embodied carbon of products has become a key procurement goal.

Consumers

Consumers prioritize sustainability when they believe their purchase makes a meaningful environmental difference. Everyday products like toothbrushes and reusable bottles reinforce this perception, whereas paintbrushes are purchased infrequently and their environmental impact feels less tangible.

The environmental benefit exists. The perceived environmental significance does not. Collective significance bridges the gap.

Collective Significance

Community Significance is a framework that transforms individually insignificant sustainable purchases into meaningful environmental action by linking them to a credible, visible and measurable collective impact.

Trust underpins collective significance; without it, sustainability claims risk appearing hollow.

Based on an estimated footprint of 190 g CO₂e per brush, 455 million paintbrushes used annually in Western Europe and Nordic contribute about 86,000 tonnes of CO₂e, excluding manufacturing, packaging, transportation, and disposal.

This is equivalent to the annual CO₂ absorption capacity of 1.43 million trees - about 13 km² of broadleaf woodland.

Our Product

- ✓ High functional value (professional-grade performance and long service life).
- ✓ High trust (independently certified by TÜV and not in conflict with food security).
- ✓ High sustainability value (direct CO₂e reductions between 54% to 60%).

**TRANSFORMS EVERY PURCHASE
INTO COLLECTIVE SIGNIFICANCE!**

Purchase Likelihood ∝ Functional Value * Sustainability Value * Trust * Collective Significance

Even if we don't use a paintbrush every day, every purchase matters. One bio-based brush equals 15 hours of a tree's carbon absorption, 1000 brushes about 1.7 tree-years. Multiplied across millions of brushes, every purchase contributes to meaningful **Collective Significance**.