

# Rubbish

the wax that gives back.

# WASTE TO WAVE

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Rubbish



**Topic** We at Rubbish make our innovative surf wax bars from post-consumer recycled plastics. Our brand is built around sustainability - we give plastic waste new purpose while funding ocean conservation at the same time. Our wax performs reliably for surfers in the water, but also benefits waves in the production process. The Rubbish name itself speaks to our concept of creative upcycling.

**Audience** We cater to the passionate surf community and those who live a coastal lifestyle.

**Call to Action** We urge our fellow surfers to vote with their wallets by choosing Rubbish over conventional wax options. Every bar purchased supports our mission of sustainability and funds the removal of 1lb of plastic from our oceans thanks to our partnership with The Ocean Cleanup. We want to inspire a wave of renewable wax adoption!