



NATURE

MITKO NATURE

PRODUCT IDEA



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CONCEPT

In August 2021, the vision for the MITKO Nature collection was born. Its aim was to strengthen MITKO's image as a manufacturer focusing on the quality of the media produced and to showcase our pro-ecological values.

Pro-ecological actions answer the needs of the MITKO target group – people between 25 and 44 years of age, who represent the so-called generation Y / Millennials and generation Z. These are the social groups that consciously reduce their negative impact on the environment and are willing to engage in pro-ecological initiatives.

Companies that respond to the needs of their customers and engage in pro-ecological activities gain a competitive advantage.

Forecasts from 2020

„People are becoming increasingly conscious and hyper-aware of how their purchases affect others and Earth's resources.

Growth for profit alone will fade away as people demand products and services that are personally meaningful and socially and environmentally beneficial.

The focus of design is transitioning from “me” to “we.” Design will shift to cast its net beyond the end user alone, pivoting from user-centered design to design for all life.

Brands with a long-term, forward-looking view that care for the planet and people—and the causes that matter to them—will emerge as winners.”

source: <https://www.accenture.com/us-en/insights/digital/fjord-trends-2020>

Forecasts from 2021

„What should business owners look out for next year? What trends will rule in business this time around? What do the upcoming changes mean for large companies and start-ups?

Concern for the climate

Protecting our planet is no longer a topic of concern only for the environmentalists. It is a fight that societies and businesses must take up. It is necessary to educate consumers, to implement simple solutions in offices to reduce the amount of waste generated, and effectively plan production and the supply chain.”

source: <https://efl.pl/pl/biznes-i-ty/artykuly/biznes-trendy-2021>





NATURE

#MITKONATURE

OFFER

In order to best meet the expectations of the event industry, we decided that the first product in the MITKO NATURE line would be a 3 × 3 pop-up tent. The aluminium frames of the MITKO pop-up tents have no plastic connectors, and the number of plastic elements used has been reduced to an absolute minimum. The option of replacing all frame components yourself, warranty up to a 5 years, and a post-warranty service make the pop-up tent an exceptionally good fit for the Nature strategy. As part of MITKO NATURE, we offer 3 × 3 pop-up tents in the Octa Go, Octa Optima II, Octa Pro and Octa Pro LED series.

VISION

We cannot make our tents fully biodegradable, but we can reduce waste with the materials and technology used in production. We emphasise high quality production and offer customers access to spare parts and lifetime service. We repair, not throw away, so that our frames are used for many years. The aluminium used for frame production is recyclable. The tent fabric from the MITKO Nature collection is manufactured from recycled PET bottles, and the ready product is packed in an eco-friendly manner. By choosing tents from this collection, you are supporting environmental protection.



#MITKONATURE

CHOOSE MITKO NATURE AND TAKE CARE OF THE ENVIRONMENT

**EVERY DECISION MAKES A DIFFERENCE
WE CAN PREVENT AS MANY AS 681
PLASTIC BOTTLES FROM POLLUTING
THE ENVIRONMENT**

681 - that's how many bottles are needed to produce a tent roof with three solid walls and one wall with a door. The fabric needed to sew the roof itself requires as many as 277 plastic bottles, which otherwise would end up polluting the environment.

For tents production in the MITKO Nature collection we use recycled fabric made from recycled plastic bottles (PET). The fabric is certified by the Recycled Claim Standard (RCS).



ECO

FRIENDLY

RECYCLING

The amount of bottles recycled during the production of tent roof and walls fabric.

Roof $277 \times$  = 



Wall $101 \times$  = 

Wall with door $101 \times$  = 

Wall with panel window $101 \times$  = 

Half-wall $73 \times$  = 

277 +  = 
ALU PAP

101 x  = 

101 x  = 

101 x  = 




#MITKONATURE

TENT MADE WITH NATURE IN MIND




CERTIFIED TENT FABRIC
– 100% recycled

PACKAGING




BUBBLE WRAP – 50% recycled



CARDBOARD – recyclable



STRAPPING TAPE – 100% recycled



**PAPER TAPE – recyclable,
biodegradable, compostable**

ECO-PRINTING


OEKO-TEX®
CONFIDENCE IN TEXTILES
ECO PASSPORT



NEP 1902 Nissenken

Textile and leather chemicals. Tested and verified.
www.oeko-tex.com/ecopass





Sublimation is the most popular method for digital printing of polyester fabrics and flag knits, using eco-friendly inks produced from natural ingredients. In this technique, the ink penetrates the fabric structure directly, making the sublimation print almost indestructible. Sublimation allows any graphic to be printed regardless of the number of colours. Sublimation printing guarantees excellent colour saturation and clear contours.

PRO – ECO SOLUTIONS

We repair, not throw away

- spare parts availability,
- 100% replaceable aluminium frame components ensures long-lasting use of the tent,
- aluminium connectors ensure high mechanical resistance and a long service life of the frame,
- up to 5-year warranty on the frame,
- post-warranty service.

Ecological packaging

- cardboard from sustainable sources,
- recycled stretch film,
- bubble wrap 50% recycled,
- recycled strapping tape,
- polyester covers made from PET bottles.





ECO
FRIENDLY



$$277 \times \text{PET bottle} = \text{House icon}$$

$$101 \times \text{PET bottle} = \text{House icon}$$

$$101 \times \text{PET bottle} = \text{House icon}$$

$$101 \times \text{PET bottle} = \text{House icon}$$

$$73 \times \text{PET bottle} = \text{House icon}$$

IDENTIFICATION



NATURE

CERTIFICATE OF CONFORMITY

MITKO NATURE products have been made
from environmentally friendly, recycled,
responsibly sourced and recyclable materials.

19



ECO
FRIENDLY



$$73 \times \text{PET bottle} = \text{House icon}$$
$$101 \times \text{PET bottle} = \text{House icon}$$
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$$101 \times \text{PET bottle} = \text{House icon}$$





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