



oleatex[®]
NEXT-GEN MATERIAL

OUR PLANET
YOUR CHOICE

AWARDS



SPECIAL INFLUENCERS' AWARD
INTERNATIONAL V-LABEL AWARDS



BEST IN INNOVATION



STARTUP



2021 GLOBAL FINALIST



LAUNCHPAD 2022





"I love fashion, but I also care about the planet. We need to start thinking about the materials we use and the impact they have on the environment. It's time for the fashion industry to step up and make a change."

Emma Watson





"Imagine a world where waste from the olive industry is transformed into a sustainable and eco - friendly material that revolutionizes the fashion industry. A material that offers the feel, quality and durability as traditional materials, but with a fraction of the environmental impact . Now, stop imagining, because that world is here, and it's called Oleatex."





Eşref Hilmi AÇIK

Co-Founder
Istanbul, Turkey

Over 20 years of experience
in military operations and
business management in
the textile industry

MSc in Science of Strategy
Executive MBA
Leadership, Organizational
Change, and Innovation
Programme at MIT



Emre EROĞLU

Co-Founder
Istanbul, Turkey

20 years experience in
the Textile Industry

Specialized in
Sustainable Fashion
Labels & Packaging

Prior COO and Board
Member at RebilGroup



Zeynep BAŞTÜRK

Co-Founder
Herzogenaurach, Bavaria,
Germany

10 years in the textile
industry

Prior General Coordinator
at Rebil Group



Gökhan BATUR

Co-Founder
Zurich, Switzerland

20 years in the biotechnology/
pharmaceutical industry

Venture Partner at XGEN
Venture

Board Member at APIM
Therapeutics

Prior CEO at Polyphor A.G.
(publicly listed in Switzerland)



Bahadır BELELİ

Board Member and Advisor
Tokyo, Japan

Partner at BELSA BOYA
KIMYA SAN. VE TIC. LTD. STI.

SALES AND MARKETING
MANAGER Merck

PROCESS ENGINEER at
Procter & Ga



Recep EROĞLU

Co-Founder
Istanbul, Turkey

40 years experience
in the Textile Industry

Founder and Executive
Chairman at RebilGroup



OUTLINE OF TODAY'S PRESENTATION

- I. The Need for Transformation in the Fashion Industry
- II. What is Oleatex?
- III. Applications of Oleatex
- IV. Why Oleatex?
- V. Real life examples and Customer Testimonials
- VI. How can we partner and order Oleatex?
- VII. Conclusion





THE PROBLEM THAT WE'RE HELPING TO SOLVE

- The fashion industry has a significant impact on global waste and pollution (20% of global wastewater and 10% of global carbon emissions)
- Companies seek sustainable practices and materials in order to reduce this impact and address the environmental and social concerns of their consumers.
- Although real leather is seen as “a by-product of the meat industry”, it is the biggest environmental pollutant of the textile industry due to harmful wastes generated in the production processes.
- “Faux leather” made from petroleum-based plastics is as sustainable and vegan as a plastic bottle.
- While first generation plant-based materials offer a promising alternative, there are still challenges that need to be addressed in order to fully realize their potential in the textile industry.





CONSUMER DILEMMA

57%

Want the fashion industry to be more sustainable, yet 61% say price is a bigger priority



Consumers struggle to find sustainable options that are affordable, durable, and stylish

Transparency and "green washing"

Lack of information and products appear more sustainable than they actually are

e.g. 25% plant + 75% PU = plant-based fabric



INDUSTRY DILEMMA

Testing new and unproven materials

- ? Plant based new materials may lack transparency, durability, performance, supply and scalability which is critical for design and execution in the season-based fashion industry

Cost

- ? Sustainable materials and production methods can be more expensive than traditional options, which can impact profitability and pricing strategies.

Consumer demand

- ? While there is a growing demand for sustainable fashion, there may not yet be enough consumer demand to justify investment in sustainable materials.



Our Mission:

To bring disruptive innovation on leather industry by using olive-based wastes and renewable resources

Our Vision:

Revolutionizing the textile industry and contribute to a more sustainable future by creating low carbon footprint materials that are solely "olive and natural based"





What is oleatex ?

- Oleatex is a 100% vegan and sustainable plant-derived next-gen material produced from biowastes obtained mainly from the olive industry.
- It has been discovered over years of collaboration between the Oleago R&D team and Istanbul University; protected by 10+ filed international patents.
- Oleatex has excellent durability, versatility, comfort and aesthetics and can be applied for all segments of fashion and more (shoes, bags, book binding, labelling, apparel and furniture)
- Cost effective and scalable manufacturing allows an affordable material which can produced in high quantities and attractive cost to meet the industry and consumer demand
- Its quality exceeds industry standards following 35 physical and chemical tests (Intertek and SGS) and recently LCA certified via Inditex.





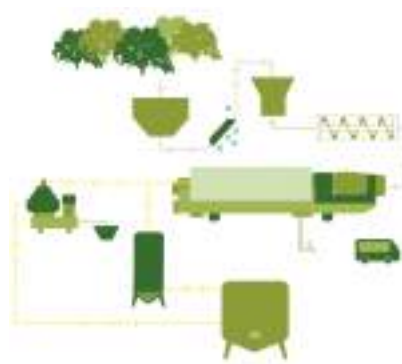
How oleatex is produced?

Olive oil waste pomace is the main raw material of Oleatex.

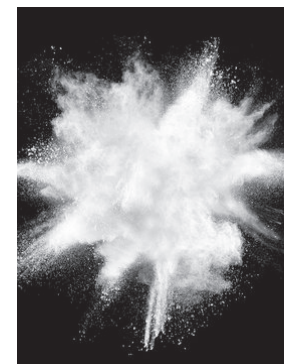
We don't farm or grow our raw material. All bio-wastes are locally sourced in Turkey.



waste collection



proprietary raw material production



biotex

Use of nature-based polymers via propriety formula to reduce polyurethane use as low as 10%

Our process is water and DMF free

Oleatex is produced on the contemporary manufacturing line for cost effectiveness and no additional carbon footprint

Depending on the application, it can be applied at required thickness, pattern and color.



coating



finishing



oleatex

Final Oleatex product with excellent durability, versatility, comfort and aesthetics can be applied to any area leather can

MANUFACTURING PROCESS



APPLICATIONS

- Oleatex meets all environmental and performance standards, allowing designers to use elegant, long-lasting materials, that are reshaping fashion, and achieving a new level of responsible luxury.
- Can be applied to footwear, bags, wallets, labels, apparel, automotive, book binding and interior to test your creativity
- 6 product lines with various color, texture, backing, thickness and properties to suit all your needs



VERSATILE APPLICATIONS FOR SHOES, BAGS & ACCESSORIES

■ Suitable for All Styles & Types:

Shoes

Athletic, Casual, Sandals, Dress Shoes, Boots, Heels, Flats

Bags

Handbags, Shoulder Bags, Backpacks, Luggage

Accessories

Wallets, Cardholders, Passport Cases, Keyholders, Belts

■ Customizable Features & Production Specifications:

Diverse textures: embossed, laser paper coating, etc.

Thickness range: 0.6 - 1.6 mm

Suitable for both insole and shoe upper applications

■ High-Quality Performance & Compliance:

Meets required testing standards (tensile strength, dry and wet rubbing tests, etc.)

Passes aging and delamination tests (meets criteria for faux leather)



ADAPTABLE APPLICATIONS FOR UPHOLESTERY, LABEL AND BOOK BINDING

Suitable for All Styles & Types:

Upholstery

Meets required testing standards for upholstery (dry and wet rubbing tests, colorfastness, tear/tensile strengths, aging, etc.)

Labels & Book Binding

Compatible with logo printing/embossing
Customizable for desired thickness and texture

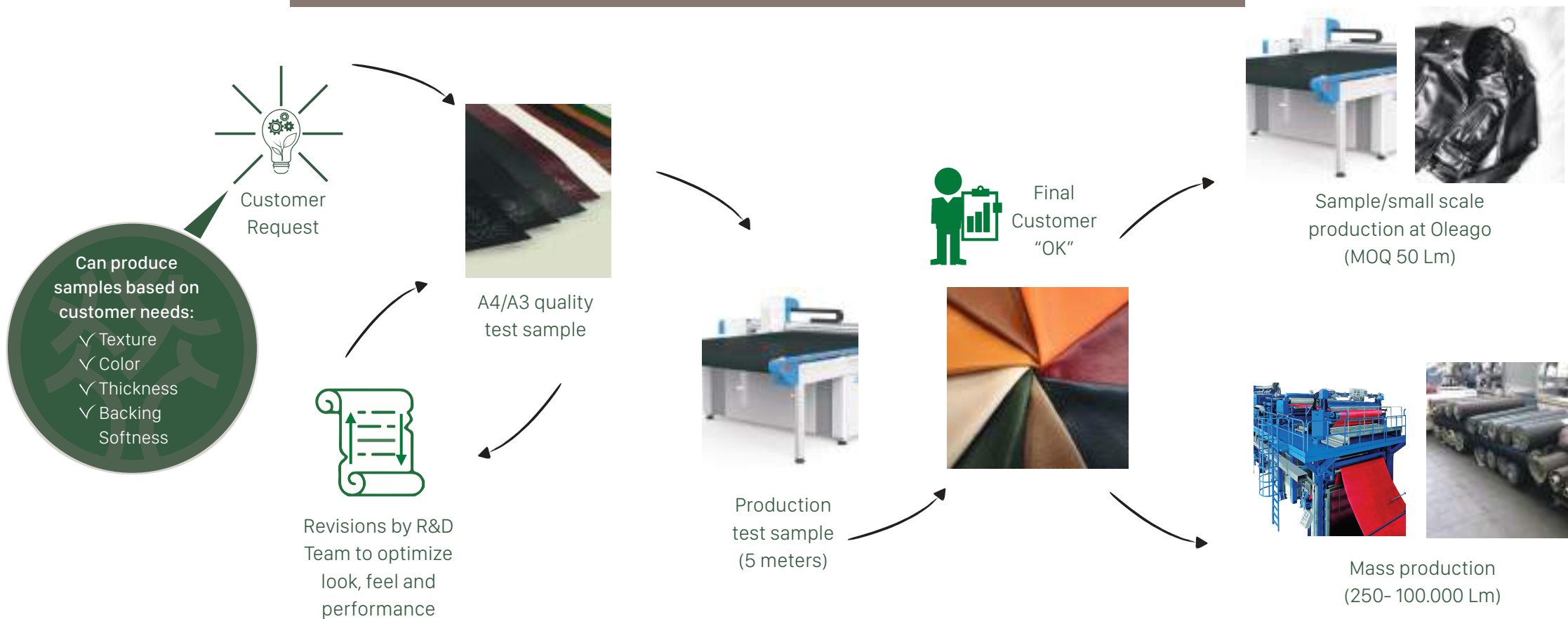
Key Features & Benefit

Versatile usage across various applications
Tailored production to meet specific requirements
High-quality performance and compliance with industry standards





oleatex "TAILOR MADE" ORDERING PROCESS





Why use oleatex ?

Problem

TESTING NEW
AND UNPROVEN
MATERIALS

COST

CONSUMER
DEMAND

Solution: Oleatex

Low carbon footprint & high plant content
Durability, versatility, comfort and aesthetics
Availability and reliability via simple and “tailor-made”
sampling, testing, ordering and manufacturing process

Attractive pricing



No cost of growing / harvesting, and low raw material
processing cost and conventional factory compatible

An affordable, high performance and “great feel”
plant based next generation material where
consumers can relate its eco-friendly “olive” story





oleatex

PRODUCT LINES ARE SUCCESSFULLY TESTED FOR:

PHYSICAL TESTING

- Abrasion resistance
- Determination of coating adhesion
- Tearing Strenght
- Tensile Strenght and Elongation
- Water Penetration
- Dimensional Change
- Color Fastness
- Flammability
- Detection of Dizperse Dyestuff
- Determination of APEO
- Determination of Azo Dyes

CHEMICAL TESTING

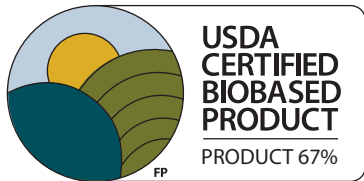
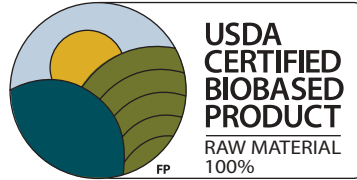
- Determination of Formaldehydes
- Determination of Polychlorophenols
- pH Determination
- PAH Content
- PVC Content
- Phthalate Content
- Cadmium Content
- Carcinogenous Dyestuff
- Organotin Compounds

intertek





OUR CERTIFICATES AND STANDARDS





CUSTOMER EXPERIENCE



From waste to value

Like leather, only better. Our new material, Oleatex is the modern alternative to leather and classic faux leather. sustainable and stylish. Oleatex is made from the waste of the olive industry and offers all the advantages of leather in terms of appearance and quality.

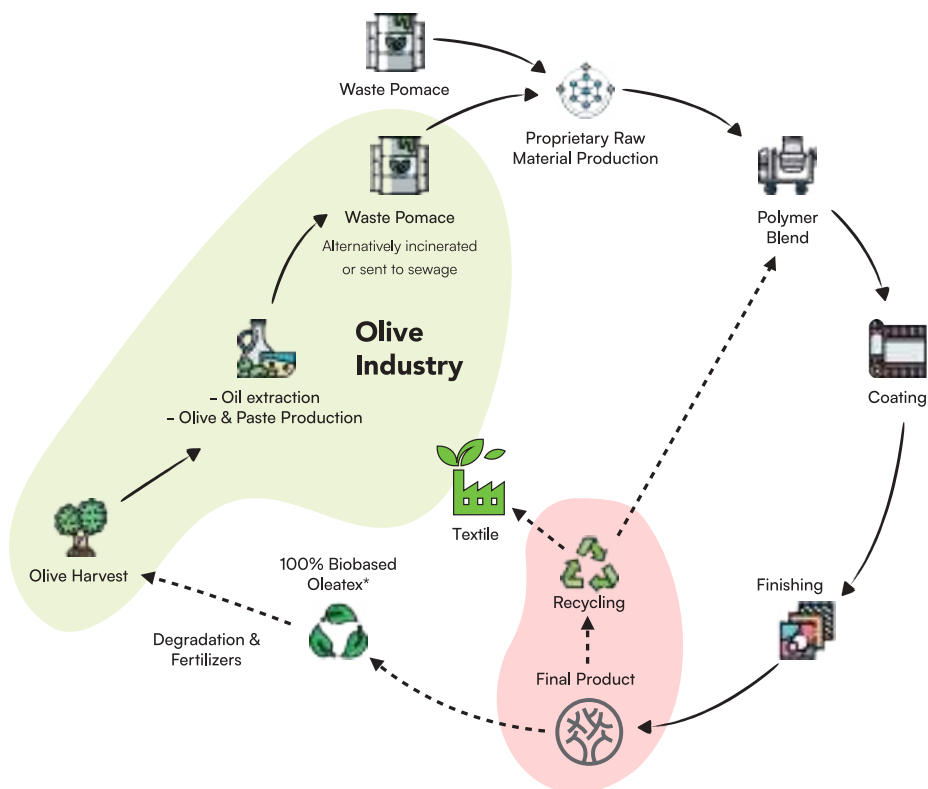
Our Foldtops and Bum Vags are the world's first backpacks and bags made of this high-quality and innovative material.



Focus on sustainability while underlining performance

HOW DO WE POSITIVELY IMPACT ENVIRONMENT ?

Our Circular Economy Approach:



We support nature, agriculture, and other industries, making our environmental benefits two fold:

We disrupt the olive industry cycle by taking their waste product and feeding it back into the manufacturing cycle.

Oleatex offsets the carbon emission of the leather industry, cuts down on genuine and synthetic leather use - which in return cuts down on use of harmful chemicals and materials





PRICE & POSITIONING

Although the pricing varies depending on the volume and the type, Oleatex is the one of most cost-effective plant-based next-gen material in the global market today.

OLEATEX, as a democratic brand, has aimed to offer a competitive pricing policy to our customers.





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