

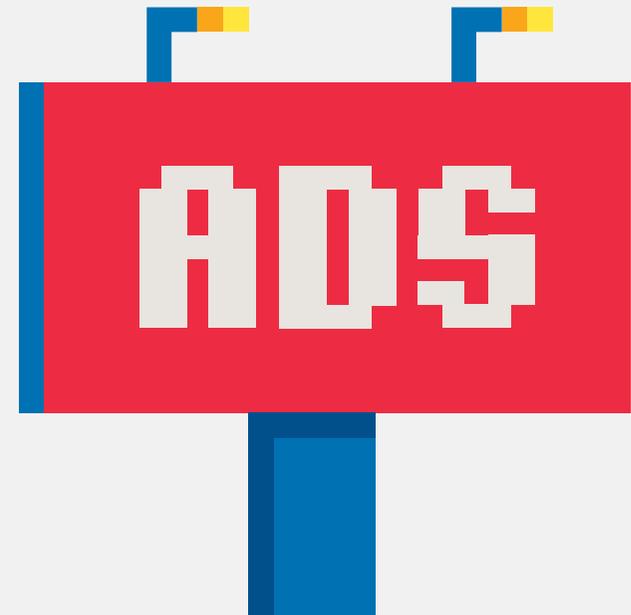
UNIQUE  
PRODUCTS  
SAVE  
UNIQUE  
EARTH

Flexee

A “one-of-a-kind” manufacturing company creating positive impact - Stylish & Eco-friendly.

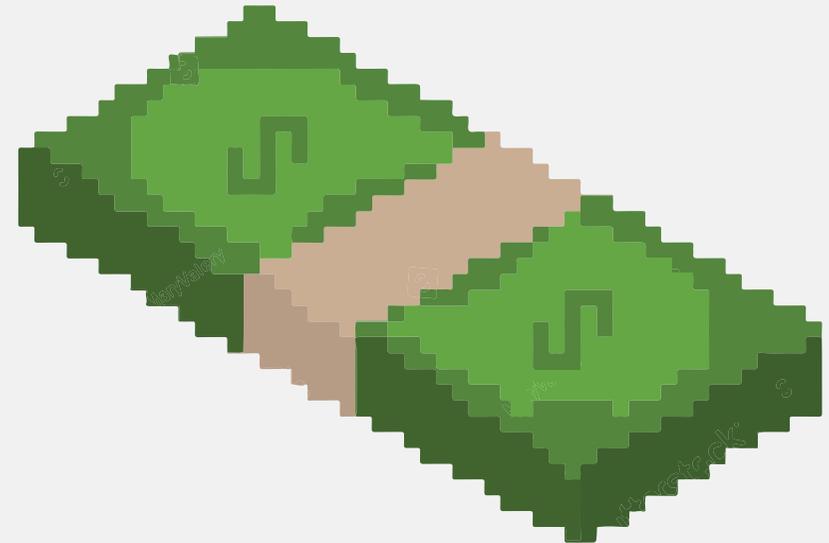
## PROBLEM - MATERIAL

- **Outdoor advertising hoardings/billboards/banners are generally made of Flex material**
- **These are made from Poly-Vinyl Chloride (PVC), that's similar to plastic!**  
Not biodegradable, ends up in landfills, a soil and groundwater pollutant, cannot be recycled, bad for the environment



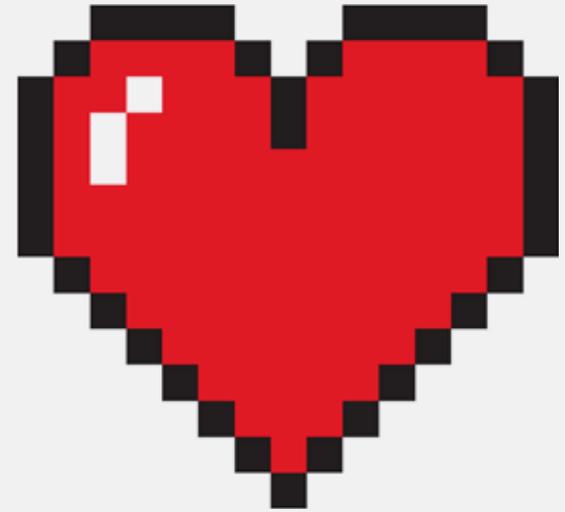
## PROBLEM - OUTDOOR ADVERTISING

- Indian outdoor advertising industry has a revenue of Rs. 34 Billion in FY 2019
- Consistently growing @ 10% YOY since the last few years and will continue at the same pace for at least the next 4 to 5 years
- Even though some states have imposed a ban on flex printing, the same hasn't had a major effect
- In a state like Kerala alone, over 5 to 10 lakh sq. ft. of flex is printed on a daily basis, inspite of the ban!



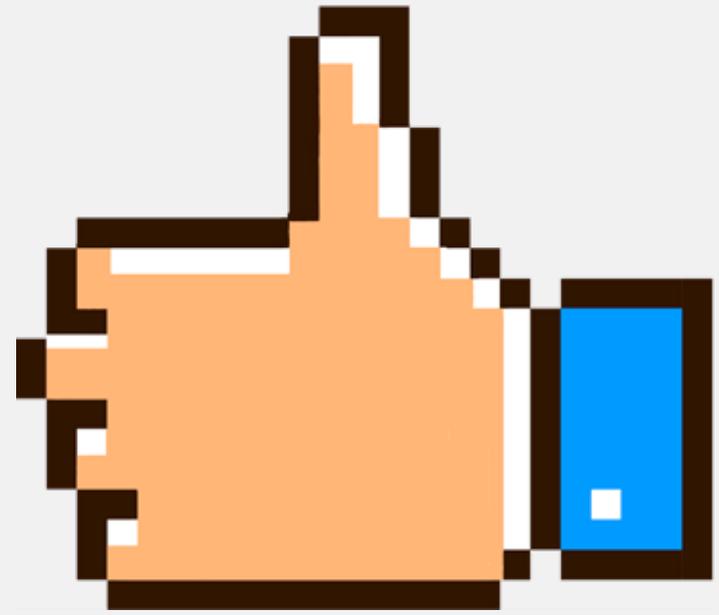
## OPPORTUNITY

- **The hoardings once dismantled, are used in place of tarpaulin for waterproofing or covering roofs**
  - Looks ugly
  - Short term
  - And eventually ends up in landfills to pollute the environment
- **Since flex can't be recycled, we see an opportunity to give these materials a new lease of life. They have the advantage of being:**
  - Durable
  - Weather-proof
  - Water-proof
  - Lightweight
  - Cost effective



## SOLUTION

- We have an innovative and cool way to upcycle, reuse or repurpose this material (Flex)
- We make bags, totes, other products that are one-of-a-kind and colourful
- We genuinely see this as a way to protect the Earth from this material and reduce soil and groundwater pollution



# PRODUCTS

- **The launch range (Retail)**

- Laptop backpacks (unisex)
- Laptop and Regular Tote bags (women)
- Gym/Duffel bags (unisex)
- Wallets (men)

- **Customised range (Corporate/School/College/Coaching Classes/Bulk)**

- All of the above or any other product as per client's budgets and specification
- Kids/tweens/teens/collegians and travel products



# ONE OF A KIND!

- Laptop backpacks (unisex)
- Laptop and Regular Tote bags (women)
- Gym/Duffel bags (unisex)
- Wallets (men)



# LAPTOP BACKPACK



LARGE EASY ACCESS COMPARTMENT WITH YKK ZIP. VELVET, NON-ABRASIVE INNER LINING... PREVENTS SCRATCHES

ONE OF A KIND DESIGN... NO TWO BAGS ARE THE SAME

LAPTOP BACKPACK



MESH BACK FOR VENTILATION  
 MATTE GREY MATERIAL... PROVIDES DURABILITY  
 DEEP SIDE POUCH/ BOTTLE HOLDER  
 YKK ZIP SIDE POUCH FOR MULTI-PURPOSE USE  
 ERGONOMIC & CUSHIONED ADJUSTABLE SHOULDER STRAP  
 ELASTIC SIDE POUCH

BACK (COMMON)



EASY-CARRY HANDLE  
 15" LAPTOP CUSHIONED POUCH  
 SLEEVE FOR TABLET/NOTEBOOK  
 SLEEVES FOR PENS/PENCILS  
 DEEP SIDE POUCH/ BOTTLE HOLDER  
 YKK ZIP SIDE POUCH FOR MULTI-PURPOSE USE  
 MULTI-UTILITY SMALLER ORGANISING POCKETS FOR VISITING CARDS/ PORTABLE CHARGER/ HEAD PHONES  
 SMALL INSIDE YKK ZIP POUCH (HIDDEN)  
 POP COLOUR LINING... ADDS VIBRANCY INSIDE  
 DESIGN WILL VARY. FOR REPRESENTATION PURPOSE ONLY.

INSIDE (COMMON)

FRONT



### **Laptop Backpack**

Size (approx.): 44x30x11 cm

Net wt (approx.): 650 gms

# LAPTOP TOTE



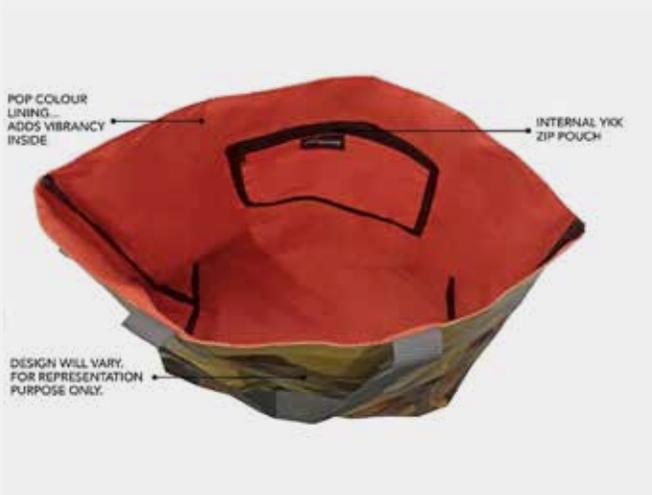


**Laptop Tote**

Size (approx.): 35x29x12 cm

Net wt (approx.): 265 gms

# TOTE





**Tote**

Size (approx.): 38x38x19 cm

Net wt (approx.): 285 gms

# WALLET

ONE OF A KIND DESIGN...  
NO TWO WALLETS ARE THE SAME



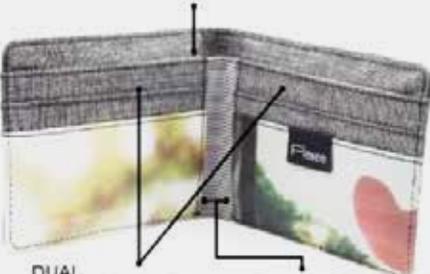
WALLET

FRONT



BACK

MAIN COMPARTMENT FOR  
ALL DENOMINATION NOTES



DUAL  
COMPARTMENTS ON  
EACH SIDE FOR  
ALL CARD TYPES

DUAL SLEEVES  
(HIDDEN)

INSIDE



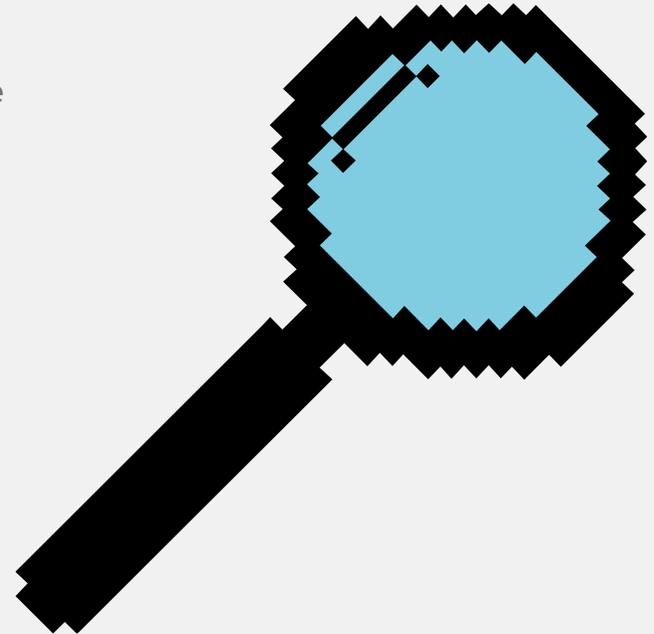
**Wallet**

Size (approx.): 9.2x11x1.5 cm

Net wt (approx.): 45 gms

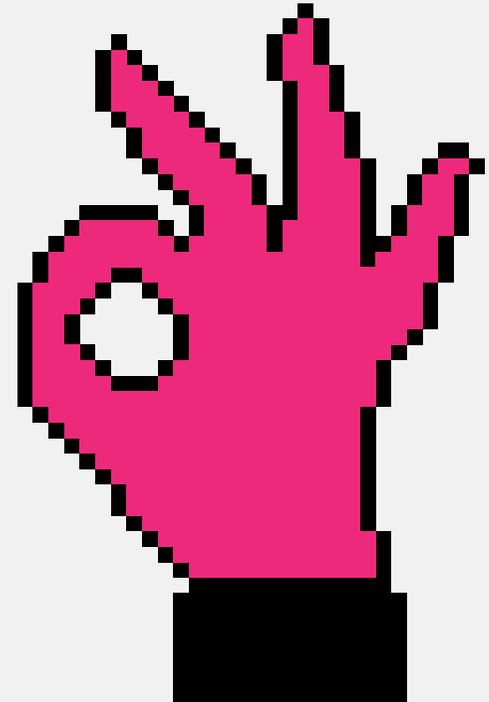
## PRODUCT FEATURES

- Expertly cut and styled by our designers
- Each product is unique: One-of-a-kind, No two products are the same
- Durable, A-grade materials & accessories
- Shell (outer) material for design, durability and function
- Bright Inner lining for unique pop colour interiors
- YKK Zipper - Branded, rugged, expensive, well-known
- Ergonomic foam supported shoulder straps and comfortable handle
- Breathable mesh for the back
- Padded laptop sleeve/compartment
- Matching belts and accessories
- Easy to reach, simple, spacious compartments
- Outer zip compartment with a velvet inner to keep mobile phone screens safe from scratches



## PRODUCT BENEFITS

- Unique to you... One-of-a-kind product... *Seriously stylish!!!*
- Durable
- Ergonomic
- Eco-friendly
- Lightweight and compact
- Weather and water resistant



## TARGET AUDIENCE

- Metros + Mini Metros
- All Genders
- Age from 16 to 35 years, depending on the product



## TRACTION FROM MARKETING COMMUNICATION

- The world is going towards buying eco-friendly products
- Positive association among peers and with a brand that cares
- Unique / one-of-a-kind product - Pride of ownership
- Cool / stylish looks - suitable for the youth as well as working class



## CALL TO ACTION

### **For retail product or bulk order related queries**

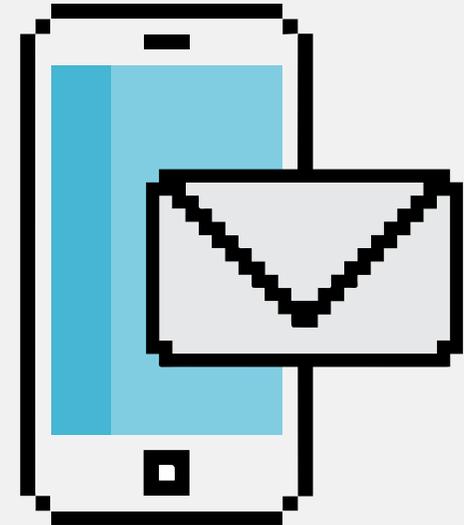
Murtaza Burhanpurwala: +91 95940 33939

Steve Furtado: +91 95940 50587

Bhautik Siddhapura: +91 98209 23648

Mayur Budhedeo: +91 98202 93084

E-mail: [hi@flexee.in](mailto:hi@flexee.in)



THANK YOU

Flexee

hi@flexee.in | www.flexee.in

Follow us on:

