

# *RE ZRO LAUNCH*

**GO** NEXT LEVEL

# **AGENDA**

- Welcome – Gava
- RE ZRO Technology – Alex
- G-Form + RE ZRO – Paul Fisher + Mike Newton
- Marketing – Steve David + Leah Balzotti
- Roadmap – Paul Fisher
- Closing – Gava

***WELCOME***

Glen "Gava" Giovanucci, CEO

**GO NEXT LEVEL**



**RE ZRO**®

IMPACT PROTECTION. MADE BETTER.

THE WORLD'S FIRST FULLY BIODEGRADABLE IMPACT PROTECTION.

An aerial photograph of a dense, lush green forest. A dirt road or path winds through the trees, creating a diagonal line across the frame. The lighting is natural, highlighting the texture of the foliage.

**RE ZRO<sup>®</sup>**

IMPACT PROTECTION. MADE BETTER.

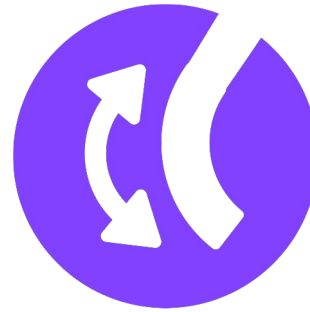
# RE ZRO<sup>®</sup> KEY FEATURES



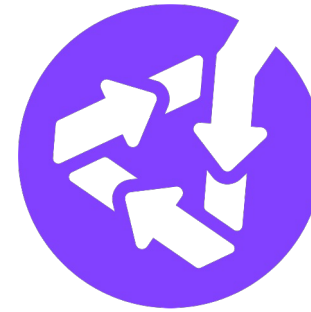
BREATHABLE



LIGHTWEIGHT



FLEXIBLE



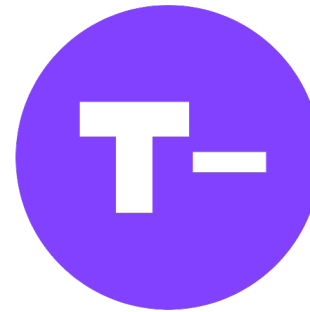
RECYCLABLE



BIODEGRADABLE



T+ RATED



T- RATED

## KEY FEATURES



BREATHABLE

Stay cooler for longer with our market leading ventilation.



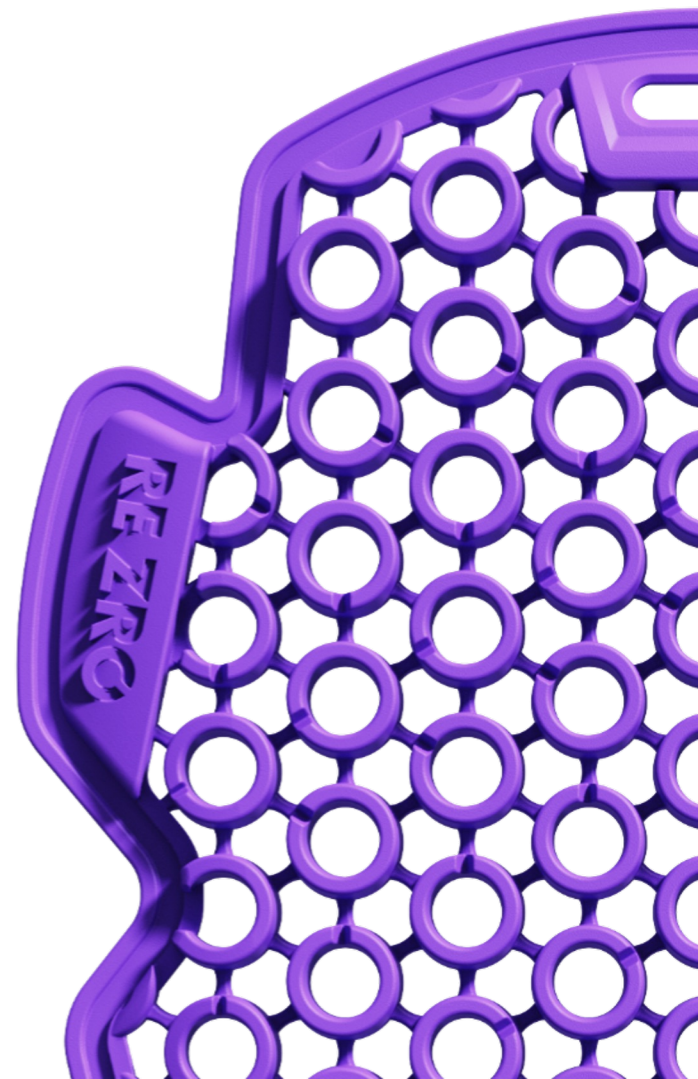
LIGHTWEIGHT

Lightweight and low profile giving you the ability to push to the limits uninhibited.



FLEXIBLE

Ultimate freedom of movement without sacrificing protection.



REZRC®

## KEY FEATURES



CE T+ RATED

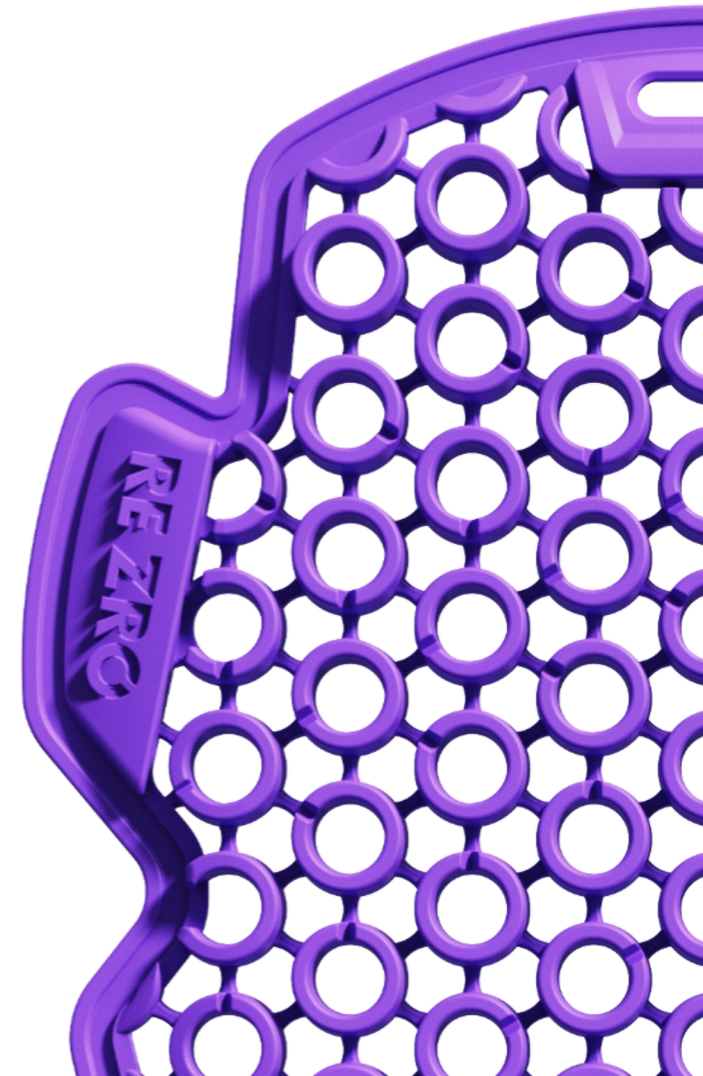
T+ rating ensures you are protected when riding in conditions up to 40° C / 104° F.



CE T- RATED

T- rating keeps you safe where others won't, keeping you protected in -10° C / 14° F temperatures.

RE ZRC<sup>®</sup>



## HOW DOES IT WORK?

RE ZRO's proprietary technology protects the end user through the fracture of the molecular bonds under impact, releasing energy through heat and sound, a material behavior known as shear-thinning.

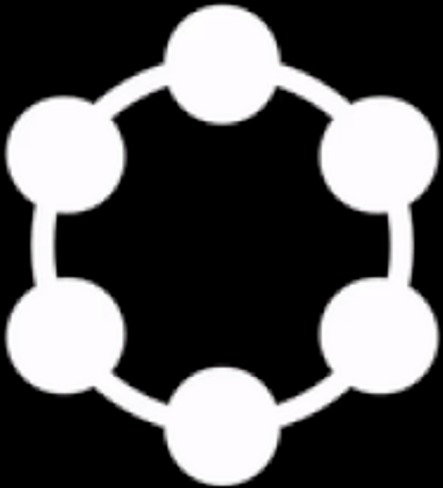
The Supermolecules then recombine immediately after impact, **RE**setting to **ZRO**.

Put simply — RE ZRO softens and absorbs energy.

The image features a close-up, low-angle shot of a white, textured helmet with a circular lattice pattern. The helmet is positioned in the foreground, with its top and side visible. The background is a blurred, light-colored surface, possibly a wall or ceiling, with a soft, warm light source creating a gentle glow. The overall aesthetic is clean and modern.

**RE ZRO**®

IMPACT PROTECTION. MADE BETTER.



# BIODEGRADABILITY

The biodegradation process will only start when the products find themselves in a landfill environment.

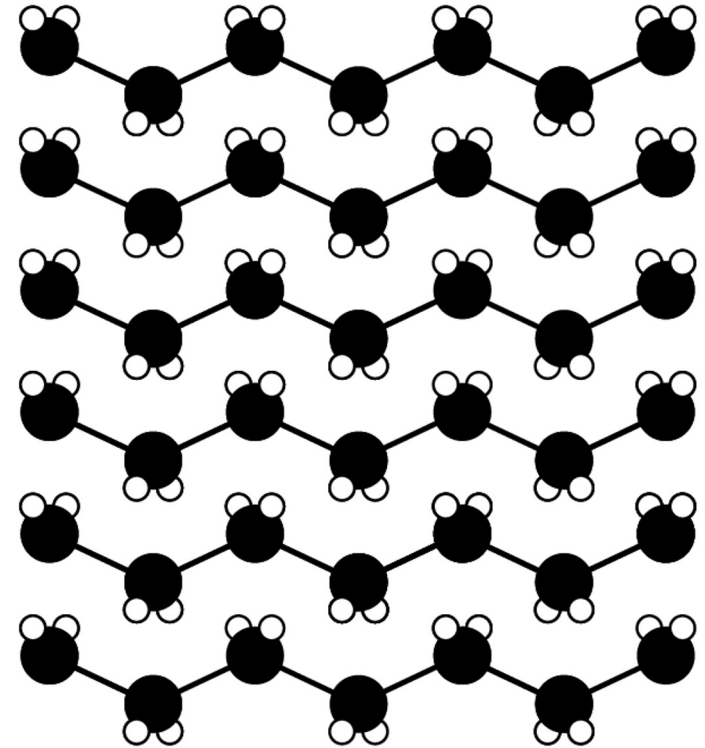
Landfill environment = Microbe rich and oxygen depleted.

Microbes and fungi colonize at a molecular level.

They feast on the carbon of the plastic.

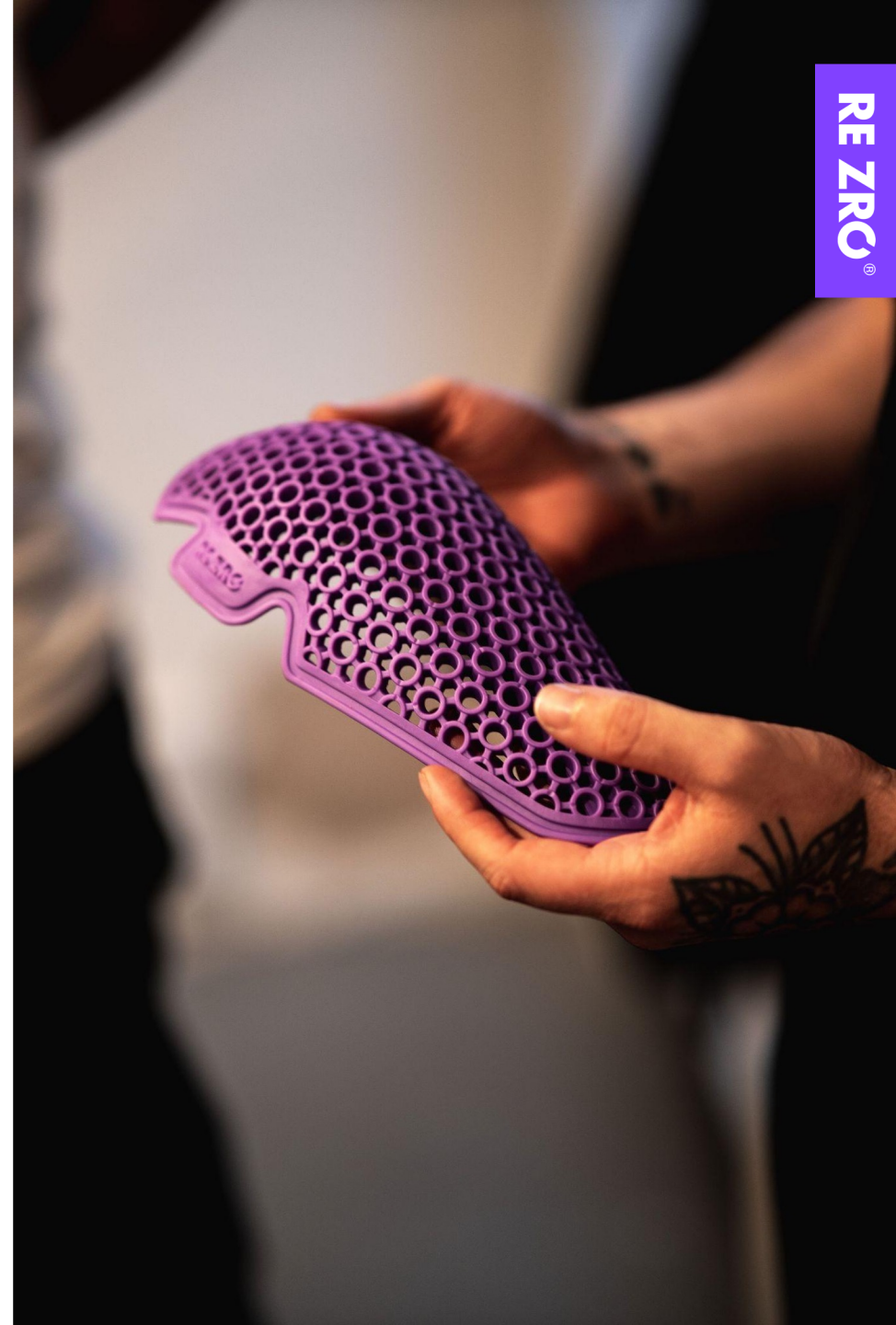
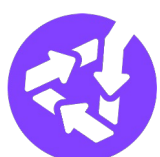
Leaving only biogas and biomass behind.

Returning to **ZRO** in just **3-5 years**. Compared to your average plastic water bottle which will take between 450-500 years to fully biodegrade!



## WHY RE ZRO?

- Ultimate protection for you and the planet
- Fully biodegrades in 3-5 years
- T+ and T- Rated
- Market leading ventilation
- Super flexible and lightweight
- CE Level 1 and Level 2





**RE ZERO<sup>®</sup>**

**NEW** October 2023

***TERRA***

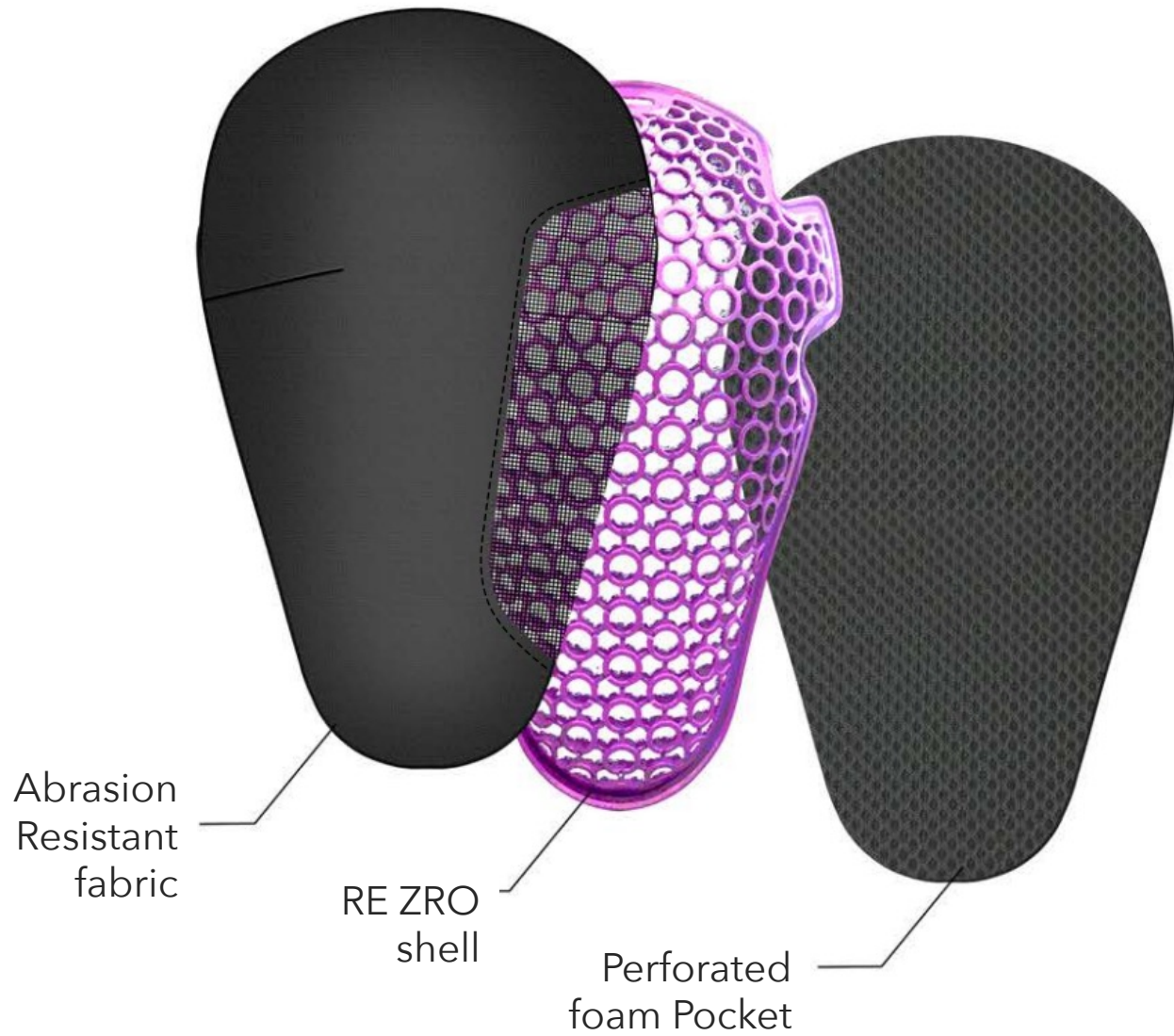
**Knee + Elbow Guards**

with

**RE ZERO<sup>®</sup>**

Level 1 Protection

# TERRA CONSTRUCTION – PAD ASSEMBLY



**NEW**

## TERRA KNEE + ELBOW GUARDS

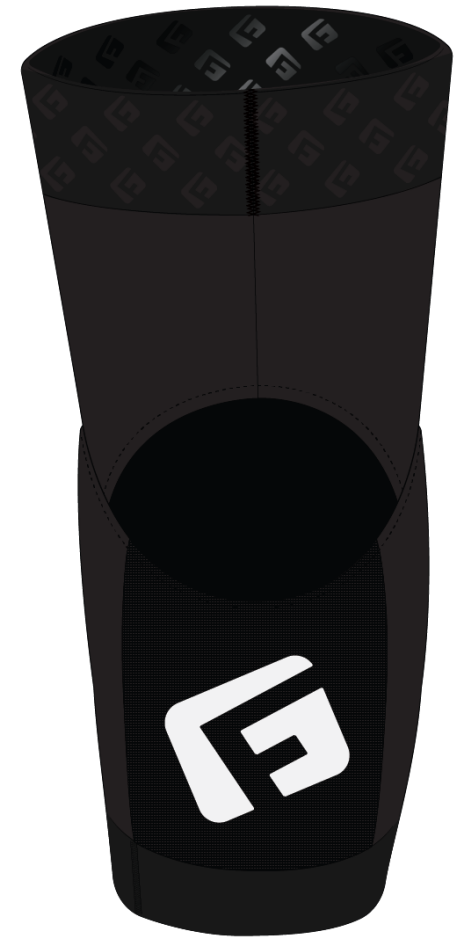
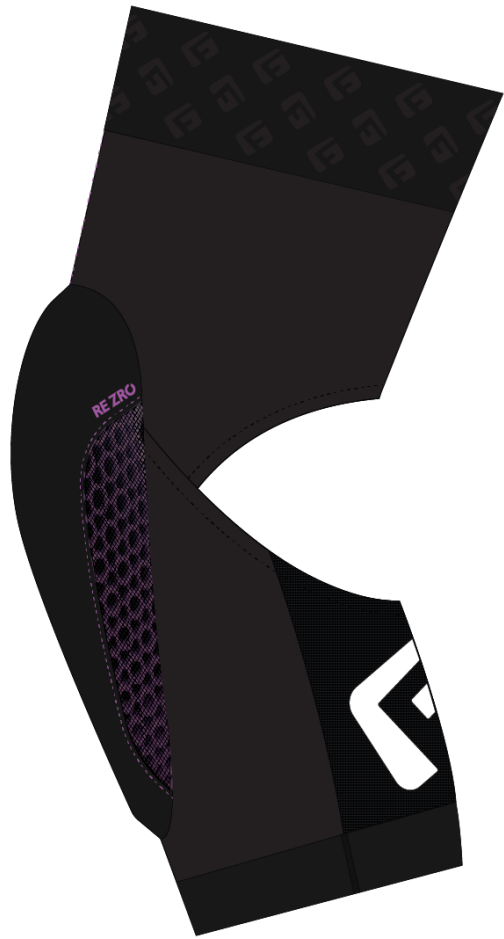
**KNEE** \$119.99  
**ELBOW** \$99.99



- RE ZRO pre-curved pad for an ergonomic fit
- Perforated foam pocket for increased comfort and breathability
- CE-certified EN1621-1 Level 1
- Mesh cut-out back eliminates fabric bunching and irritation behind the knee while adding air flow
- Abrasion-resistant covering for increased durability
- Thin, light, flexible, strong
- Silicone-printed, wide top gripper for increased comfort while keeping guard in place



# 360° VIEW



***MARKETING***

***GO NEXT LEVEL***

G-FORM



## **BRAND POSITIONING STATEMENT**

For serious competitors who want to level up, G-Form removes barriers, instills confidence, and unlocks potential, empowering athletes to go further, faster and higher.

# Terra Go-to-Market Strategy

## January 2023: Sales meeting sell-in toolkits

- Campaign mockups
- Digital strategy examples

## September 2023: Launch sell-out toolkits

- 1-2 weeks before launch:
  - Tease campaign (web, social, ads)
- Global launch (embargo date 10/1):
  - Press pack (press release, tech sheet)
  - Launch videos for web, social, ads
  - Additional lifestyle and product photography
  - Web homepage graphics
  - Point of Purchase marketing support
  - G-Form athletes to help promote

### Focus

Product attributes

### Branding

G-Form

### Technology

RE ZRO

# Terra Marketing

INTRODUCING  
**TERRA**  
KNEE + ELBOW GUARDS

Powered by  
**RE ZRO**

RE ZRO is the world's first 100% recyclable and 100% biodegradable body armor, protecting you and the environment at the same time.





**RE ZRO** IMPACT PROTECTION. MADE BETTER.

- Flexible, pre-curved RE ZRO pads provide an ergonomic fit
- 100% biodegradable\*
- 100% recyclable
- Pad will not harden in cold temperatures and retains protective features in extreme heat

CE-certified EN1621-1 Level 1

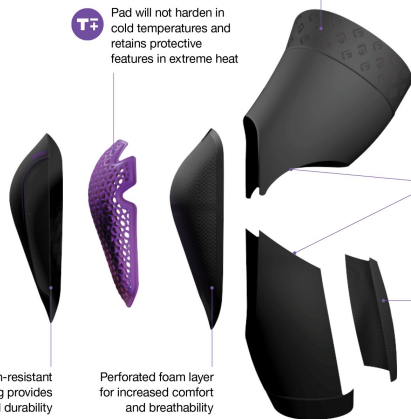
Silicone-printed, wide top gripper keeps guards in place

Mesh fabric for air flow

Cut-out back eliminates fabric bunching and irritation behind the knee

Abrasion-resistant covering provides increased durability

Perforated foam layer for increased comfort and breathability



RE ZRO pads are enhanced with TOTO-T04\*. If plastics with TOTO-T04 end up in landfills, the unique composition allows microbes, bacteria and fungi to gain access to and digest the waste materials. This helps accelerate the biodegradation\* process in a matter of years, while other synthetic materials take decades, or even centuries to fully break down.  
\*Biodegradability as determined by the standard test method ASTM D5511 & ISO 15985-2014



TECHNOLOGY

Free US Shipping on Orders \$75+

OUR STORY BIKE BASEBALL FASTPITCH SOCCER MORE SPORTS ALL GEAR SALE

Search


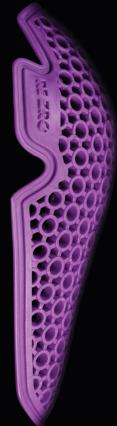

INTRODUCING  
**TERRA**  
KNEE + ELBOW GUARDS

Powered by  
**RE ZRO**

RE ZRO is the world's first 100% recyclable and 100% biodegradable body armor..

**CUSTOMIZED ELBOW GUARDS**  
Stand out while staying protected.

SHOP NOW

- Video
- Tech Sheet
- Digital Banners
- Ad Concepts

# Terra Marketing



gformofficial

gformofficial  
Introducing G-Form's first pad using RE ZRO technology, the world's first impact protection that is 100% recyclable and 100% biodegradable.

Take your ride to the next level and add the Terra Knee + Elbow guards to your protection! Shop now! #gformofficial #gonextlevel

View insights [Boost post](#)

Liked by bryanfigueroa15 and 134 others  
JANUARY 12

Add a comment... [Post](#)



# Terra Marketing



# Early press reactions to RE ZRO



You are here Home > Other news >

## Motorcycle Kit Goes Green

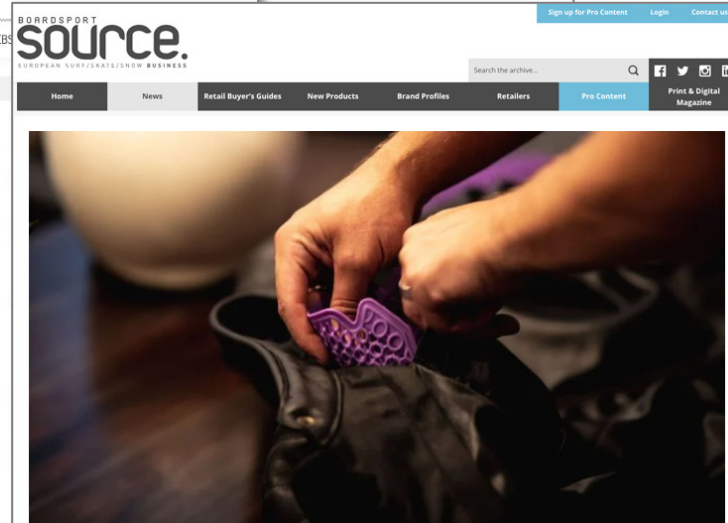
Other news 15 November 2022



We're all told that reducing mankind's carbon footprint will affect every area of life - well, now some motorcycle kit is looking more sustainable, with biodegradable body armour and jackets made from recycled plastic bottles. The body armour has been developed by RE ZRO, a UK firm set up by three friends, two of whom are ex-300, the well known flexible body armour made in Brighton. "A lot of the protectors on the market these days are still made with polyurethane," said co-founder Alex Yellowley, quoted in MCN. "Manufacturing of this, in itself, is quite a dirty process, produces a lot of gas and produces a lot of release agents. You can reconstitute it into things, but you can't create a performance product from that." He added that polyurethane is "barely recyclable," and that if it ever ends up in landfill, it won't break down.



Made from a single polymer, RE ZRO is claimed to be 100% recyclable and fully biodegradable - in landfill, it would break down completely in 3-5 years. In an environment swimming with microbes but little or no oxygen (typical landfill) the microbes will do the work, breaking the material down into biogas and biomaterials. The purple armour is currently being



## RE ZRO: IMPACT PROTECTION THAT DOESN'T HURT THE EARTH

Boasting 100% biodegradability and incredible flexibility even in minus temperatures, RE ZRO® have a product that sells itself. We caught up with the team there to find out more about this innovative new brand.

### What was the thinking behind the launch of RE ZRO®?

We wanted to design body armour with sustainability at the forefront of what we do. Part of this was ensuring that our products could be easily recycled but it didn't take too much scratching under the surface to realise that recycling alone was not the answer to the end-of-life waste problem.

### Who are the people behind the business?

RE ZRO® was founded by a group of like-minded individuals: Wil Marshall, Marcus Hoenig and Alex Yellowley who were looking to change the impact protection sector for the better.

Leaning on a wealth of product and material design experience, Wil was instrumental in setting the company apart by introducing the products biodegradable qualities. Combining with the 20+ years in commercialising technology that Marcus and Alex bring to the table. The trio looked to expand their team with the experience of Toby Glyn leading Business Development and Jake Tindall as their newly appointed Head of Marketing.



# Protection for you and the planet

**WHAT'S NEW IN TECH** Brit firm's biodegradable body armour is ready to hit the market

**W**ith the directives set out, a new body armour firm has emerged that's said to be the world's first 100% recyclable and 100% biodegradable impact protection. Currently in testing for CE levels one and two, the purple armour is known as RE ZRO and is claimed to be capable of complexity manufacturing in three to five years, should it find itself in landfill. "Our vision at the start was clear: we wanted to design body armour with sustainability at the forefront, but it didn't take too long to realise that recyclability alone was not enough," CEO Wil Marshall told MCN. "The real truth is that the consumer can do everything in their power to recycle a product, but there is a very high chance that it will end up in landfill anyway. "For this reason, we had to look at the entire production process and ensure that RE ZRO products would biodegrade if they were not recycled. We also wanted to achieve all of this without any compromise on performance." Founded by three friends - two of whom formerly worked for Crystal - based at least specialists (202) - the company have confirmed to MCN that they are in talks with motorcycle clothing brands to bring the product to market during the winter of 2023. "Made without the use of polyurethane (PU), the

lightweight, flexible armour is said to eliminate the waste and pollution-heavy manufacturing process traditionally used in the creation of impact protection. "A lot of the protection on the market these days are still made with polyurethane. Manufacturing of this in itself is quite a dirty process, produces a lot of gas and produces a lot of release agents," co-founder Alex Yellowley told MCN. "And, of course, if you produce a product that is barely recyclable, you can't create a performance product from that." Despite their eco-credentials, the products are designed to lose strength over time when used in an item of clothing. "If they end up in landfill, in oxygen-depleted, microbial-rich environments, that's when they start to break down," he continued. "So, if you're wearing your jacket and are wearing it for 30 years it's not going to affect the performance of the material. "Being in the ground allows the microbes to break it down into biogas and biomaterials. It's a natural decomposition process. What we're doing is making our materials appear easy to reuse - organisms like fungi and bacteria, so they then colonise the material," he continued. "Over time, they then use the carbon in the plastic and it's food source and they break it down."



**Past experience for a future vision**  
RE ZRO was founded by three friends with over 30 years in the impact protection industry. Both Alex Yellowley and Marcus Hoenig have a combined 15 years working at D30 - the soft orange impact absorbers found in products from the likes of TCF and Purgan.

**Not just limb armour**  
RE ZRO's Alex Yellowley believes the degradable material could be used for more than just limb armour. He said: "There's potential for us to integrate it into palm sliders, hand knuckles, things like that as well. There is plenty of scope for us to expand on what we're doing here."

**Reduce, reuse, recycle!**  
While the products will break down over time when dumped, the team at ZRO still want to encourage recycling. "We want to ensure that we're not putting waste into landfill, but we'd be naive to not look at what happens if they do end up there," the firm's Alex Yellowley added.



***THANK YOU***

**GO NEXT LEVEL**