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MUJI (Singapore) Pte Ltd
A&P Department

For Immediate Release

MUJI X Sustainable Local Products



MUJI's product development concept has not changed since the brand was founded in 1980. We continue to develop products while adhering to environmental and social considerations through three core concepts:

- (1) Selection of Materials,
- (2) Streamlining of Processes, and
- (3) Simplification of Packaging.

We select materials that are friendly to the global environment and producers, eliminate wasteful production processes, and strive to provide customers with what they really need in their daily lives.

The products mentioned in this press release are designed and produced by companies in Singapore that have a product development concept that is aligned to MUJI. We want these sustainable products that each company has come up with to become widely known.

This space was designed with that in mind.

1) ARTHUR ZAARO

**Sustainable, Authentic Craftsmanship
Made in Singapore**



The Singapore greenery requires a massive amount of daily maintenance, as a result, over 10 tons of branches & trees are cut daily during urban landscaping. These includes some of the world's finest hardwoods such as African Mahogany & Angsana, which are often disposed due to a lack of usage for them after being cut down.

Arthur Zaaro then turns these quality wood into solid wood cutting boards, dining tables & other beautiful items. They are given a second life as quality hand-crafted items that last a lifetime.

The products from Arthur Zaaro are made mainly from African Mahogany and Angsana trees.



AFRICAN MAHOGANY

Khaya senegalensis

ORIGIN: The Kaya genus comprises 7 species collectively known as African Mahogany. During the 1960s, the tree was widely planted in Singapore because it grows quickly, can withstand urban environments, and its canopy is a great source of shade. Unfortunately, African Mahogany is now endangered in its native West Africa.

COLOUR: The wood is prized for its lustrous golden-red to dark brown colouring and used in fine furniture and musical instruments world-wide.



ANGSANA

Pterocarpus indicus

ORIGIN:

Angsana, aka Narra, is the nation tree of the Philippines. Cutting is now prohibited there due to its endangered status. Angsana was widely planted in Singapore because it grows quickly, transplants well & is resistant to termites.

COLOUR: Most Angsana wood from Singapore is golden coloured with occasional brilliant streaks of orange & red.

SCENT: Sandalwood when freshly cut



From planning to final sanding, the production cycle requires little transportation, while employing local talent for fine carpentry work.



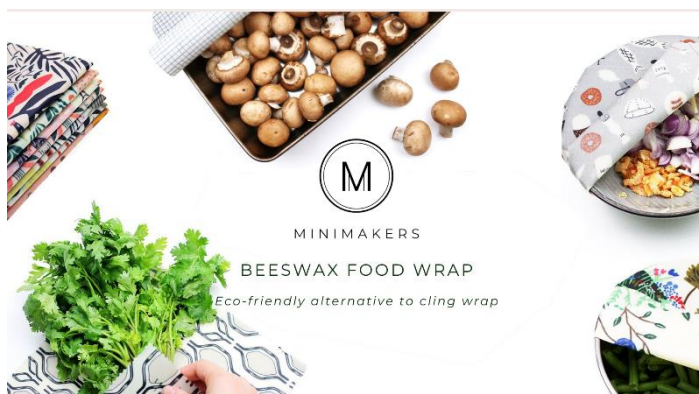
Serving Board S (19x19cm) - \$48.15

Serving Board M (19x30cm) - \$69.55

Serving Board L (19x40cm) - \$96.30

2) MINIMAKERS

Made locally with our environment in mind
Singapore's largest manufacturer of beeswax wraps



Eco-friendly alternative to single-use cling wrap. Starting with a mission to reduce plastic cling wrap use, Minimakers is now Singapore's largest manufacturer of beeswax wraps.

Handcrafted to minimize carbon footprint and production waste. Sustainable and plastic-free packaging.



Beeswax wrap is an eco-friendly alternative to cling wrap and is handcrafted with 100% cotton, jojoba oil, tree resin, and beeswax. It can be used to wrap sandwiches, vegetables or as a bowl cover.

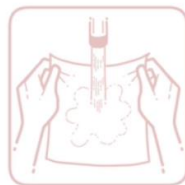
EASY TO USE

The anti-bacterial wax layer protects your food from air, light & moisture and extends the life of your produce.



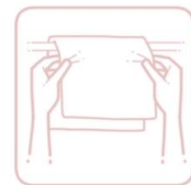
WRAP

Mould wrap firmly around food or container with the warmth and pressure from your hands.



CLEAN

After each use, wipe clean with a damp towel or rinse with cold water and mild soap.



DRY

Fold and store in a cool dry place (eg. drawer or refrigerator) until next time.

Beeswax and tree resin have antibacterial properties. It provides a protective and breathable layer that keeps food from getting wet or wilted while locking in moisture, flavour and freshness.



Beeswax Food Wrap M (10x10 inch) - \$13.10

Beeswax Food Wrap L (12x12 inch) - \$15.30

(Available in Stripe Blue / Stripe Light Blue / Stripe Gray / Check)



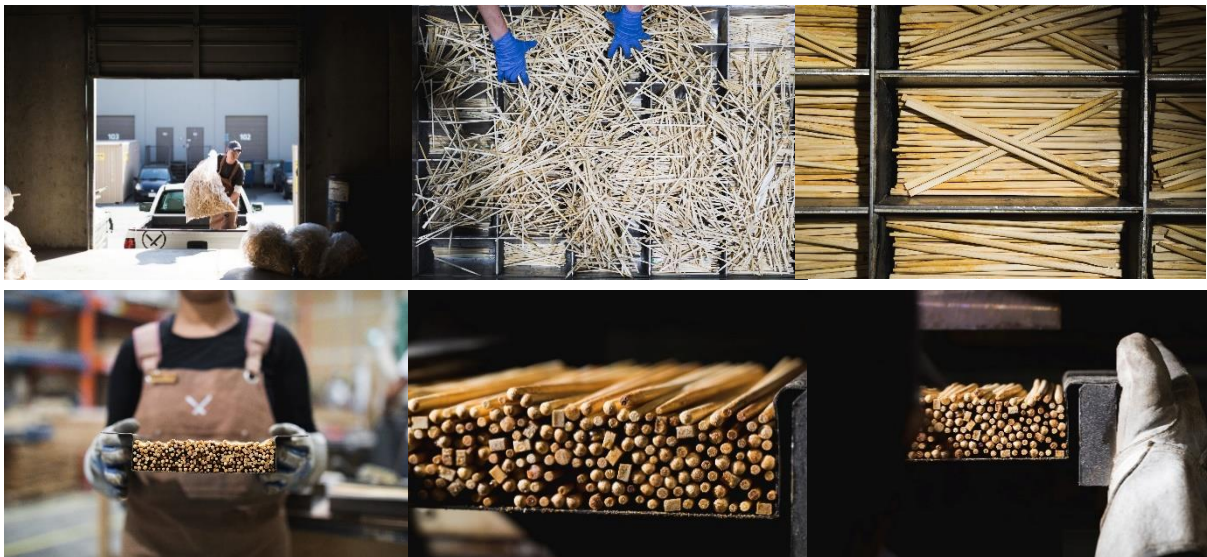
Fun fact: You may recognize some familiar patterns as this special collection of beeswax food wrap is made with MUJI fabric remnants!

3) CHOPVALUE

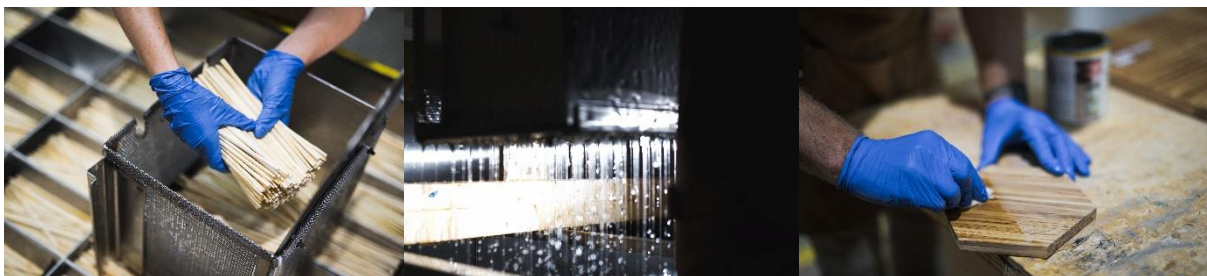
CHOP X ALUE
SG

Engineered from locally recycled chopsticks
World's first circular economy franchise

In Singapore alone, approximately 500,000 chopsticks are discarded each day. ChopValue is the world's first circular economy franchise that designs and manufactures products made entirely from recycled chopsticks. Stronger than oak, harder than maple, each piece is locally handcrafted, from a simple coaster, phone stand to even a 12-seater table.



From urban harvesting of used chopsticks to sorting and removing unsuitable chopsticks by hand, these chopsticks are pressed into tiles to serve as the working base of all products.



They are then coated with water-based resins, and transferred into an oven for drying and then into hydraulic press, both of which are at high temperatures. No water or chemicals are used in the process as these chopsticks are thoroughly cleaned and disinfected during production.



Coaster 2pc Set (9x9x2cm) - \$17.12

Impact numbers:

150 Chopsticks Recycled

220g of Carbon Stored

Coaster 4pc Set (9x9x4cm) - \$29.96

Impact numbers:

300 Chopsticks Recycled

440g of Carbon Stored



Phone Stand (8x7x2cm) - \$16.05

Impact numbers:

150 Chopsticks Recycled

220g of Carbon Stored



Hexagon Shelf (19x16.5x4.5cm) - \$38.52

Impact numbers:

400 Chopsticks Recycled

310g of Carbon Stored

4) GERNISE GLOBAL

Use less plastic for your takeaway in sustainable style

Upcycled Rice Husk



In the 2018/2019 crop year, an estimate of 486.62 million metric tons of rice was consumed worldwide and more than 90% of rice is produced and consumed in Asia. Rice Husk makes up 20% of rice weight therefore generating almost 100 million tons of agricultural waste in our ecosystem.

TEXa Rice Husk made using non-hazardous ingredients of 51% biobased rice husk and 49% recycled plastic and starch is an innovative material certified by USDA. With patented green technology that reduces greenhouse gases emission and waste materials, products made from TEXa Rice Husk are crafted with antibacterial properties, for durability and sustainability.

Made into a lunchbox that is spill-proof and comes with its own set of cutlery, bring this along for your meals takeaway and play a part for the environment!



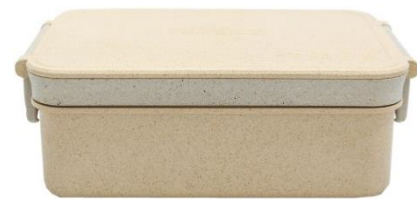
Rice husk



TEXa compound



Lunch box with cutlery



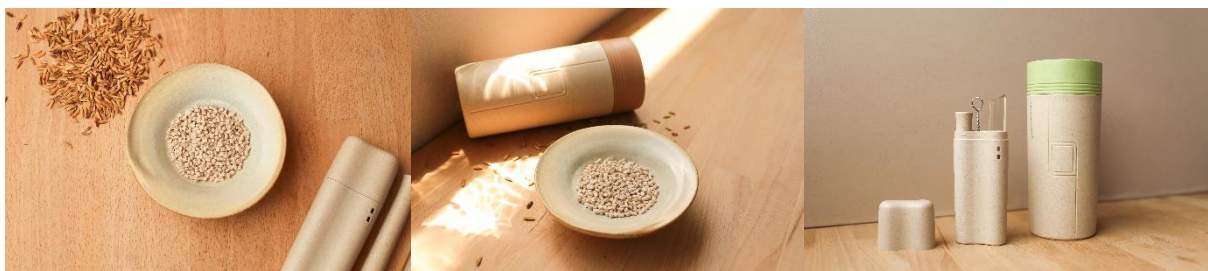
Ecohusk Lunch Box Gray (22x8x14cm)

- \$24.90

Upcycled natural straw fibers

With our fast-consuming culture, agricultural waste has become a major contributor to sustainability and climate issues.

In China alone, there are around 2.1 billion tons of production of rice straw and 1.3 billion tons of wheat straw per year. These agricultural wastes are combined with food grade plastics to develop green products, lowering fossil-based plastic consumption, and reducing air pollution.



The straw fiber uses recycled straw and steamed wheat. After disinfection drying and grinding, mixed with recycled plastic for recycling. The product colour and smell come from bio-fiber, reducing the amount of new plastic materials and greenhouse gas emission.



Sui Bottle Brown / Green (7.5x17x7.5cm)	- \$26.00
Straw Set Natural Beige (Regular Size, 3.5x13x2cm)	- \$15.00
Straw Set Natural Beige (Bubble Tea Size, 5.5x16.5x3cm)	- \$22.00

Think Local, Act Local

MUJI will continue to search and support local companies that has product development concept that resonates with MUJI philosophy. Sustainability does not come only from producers, manufacturers, or companies, but everyone can play their part to save the environment through small changes in everyday lives.

Do look forward to this space for more innovative products that will be launched in our stores!

***MUJI x Sustainable Local Products are only available at
MUJI Plaza Singapura and MUJI Jewel Changi Airport.**