



Press Release – April 27, 2020

tide ocean SA expands into Thailand: Swiss upcycling company launches first fully operated subsidiary in Southeast Asia

(Basel/Ranong) #tide is working with Jan & Oscar Foundation to open up its first subsidiary in Thailand led by Swiss scientist Dr. Michel Pardos. Due to high demands, #tide founder Thomas Schori just signed a partnership agreement with him with immediate effect.

#tide Thailand's operational director Dr. Michel Pardos is already running a social enterprise in Ranong, which is being implemented and supported by the Swiss non-profit Jan & Oscar Foundation and the International Union for Conservation of Nature (IUCN). Together with his associate, Mr. Joachim Ung, Dr. Pardos is scaling up #tide's presence and supply chain in Thailand whilst guaranteeing the credibility, traceability and humanitarian background of #tide ocean material.

On 5 surrounding islands in the Andaman Sea (a.o. Ko Phayam or Ko Chang), #tide and the Jan & Oscar Foundation are establishing a system of circular economy: Local fishermen like the Moken people (an ethnic minority of so called gypsies of the Sea) are getting trained and paid for collecting and sorting plastic. The waste is being registered, washed and sorted in Ranong and then shipped to Switzerland with a carbon-neutral footprint. In Switzerland, #tide is upcycling the plastic and transforming it into granules and yarns that are used for new sustainable products.

«We are more than happy about the partnership with Dr. Michel Pardos and the Jan & Oscar Foundation with whom we share the passion for nature, humanity and innovative business concepts», #tide founder Thomas Schori says.

Dr. Pardos is not only an expert in biology (having a PhD at the University of Geneva), he has also established connections to local politicians and members of the Royal Family. They are very much aware of the issues their country is facing and are endorsing #tide Thailand's project. Mom Rajawongse Jaruwan Rangsit of the Kingdom of Thailand, recently invited Dr. Pardos and #tide co-founder Marc Krebs for a presentation of the project. «I am happy to hear about #tide ocean's great initiative in Thailand. Many touristic areas and mostly islands are drowning in waste and urgently need solutions like these to reduce ocean plastic», the Princess says in her supportive resumé.

tide ocean SA

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#tide plans to collect more than 600'000 pounds of ocean-bound plastic in a year. An ambitious but not at all unreasonable goal, as of today, more than 80 international brands are developing products with #tide's ocean material.

About #tide

tide ocean SA is a company based in Basel, Switzerland. #tide collects plastic waste threatening our oceans and transforms this into sustainable products.

In cooperation with scientists from the Swiss University of Applied Sciences in Rapperswil, #tide has found a solution to fix the damaged molecules and turn them into a valuable raw material. For its quality granules and yarns #tide ocean material was awarded with the Materialica Award 2019 and the Swiss Plastic Expo Award 2020.

By using what already exists, #tide is closing the circle of plastic production and saving fossil energy. #tide is compounding with solar power and all transports are carbon neutral. Still in its first operational year, #tide has already processed 150 tons of ocean bound plastic.

www.tide.earth

About Jan & Oscar Foundation

Lausanne based Jan & Oscar Foundation is in memory of 2 Swiss children who lost their lives in Thailand when a devastating tsunami hit Asia in 2004. Since then, their mother Laurence Pian has implemented more than 40 projects, building schools and creating jobs.

Dr. Michel Pardos joined the non-profit organization in 2016. Before managing projects in Thailand he had already worked in Singapore, Canada and Switzerland as a scientist in the management of aquatic ecosystems as well as in the financial industry. Dr. Michel Pardos will continue to support the charity while establishing #tide Thailand.

www.fondationjan-oscar.ch

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