tide ocean SA is a company based in Basel, deriving from the Swiss watch industry. Together with carefully chosen international organizations and Swiss scientists, #tide has found a solution how to reduce ocean plastic waste by closing the circle and creating new products. In its first year, more than 30 tons of #tide ocean material have been processed for companies in Switzerland, North America and South Korea. They use the #tide plastic granules for their products, because they and their customers also believe in cleaner oceans, a sustainable lifestyle – and in waste as a resource.

The story of an eco evolution
Our versatile granular material is made completely from plastic collected from the ocean, coastlines and uncontrolled landfills – all kinds of plastic, not just PET bottles.

Hard plastics like shampoo bottles and plastic containers can be used to recreate new hard plastic products such as watches, furniture or electronic devices, as well as the interior of a car.

Furthermore we have developed a yarn for textiles. It can be used for apparel, watch straps, home/office interior and bags.
To free the oceans from plastic trash means to sensitize: Plastic has a value. There’s enough plastic waste that can be collected and recycled. That’s why #tide works together with international organizations in the circular economy. Together, we reduce plastic pollution in the sea, coastlines and inflows. The origins of our plastic can be tracked – our first containers were collected in Haiti and the Philippines. People who buy #tide ocean material help to protect the oceans, animals and our eco-system whilst additionally reducing the production of new plastic and fossil energy.

We have also teamed up with the Swiss climate foundation myclimate.org to completely compensate the carbon footprint of our logistics.
Our innovative solution to reduce ocean plastic and transform waste into new products has been recognized by international experts. In October 2019, a jury consisting of German Professors and Scientists was so convinced of #tide ocean material, that they chose to honour #tide with the 1st prize (Best of Materials) at the 17th MATERIALICA Design & Technology Awards 2019. As the head of the jury, Design Professor Peter Naumann (University of Applied Sciences in Munich), said: “I am delighted to see that nature is seen as a source we should protect, also when it comes to development of new materials and applications."

The granular material is tested and produced in partnership with the Institute for Materials Technology and Plastics Processing, a branch of the University of Applied Sciences (Hochschule für Technik) in Rapperswil, Switzerland. Together with the scientists, #tide has developed a formula that regenerates the plastic granules. We reverse the damage caused by the UV rays and salt water to which the plastic trash was exposed to while floating in the ocean.

With its innovative production process, notabene without any additional chemical additives, #tide was further able to neutralize all possible contaminations from the industrial environment and has been able to prove that all products and granules made by #tide are 100% REACH and RoHS compliant.