



Shinola, Veritiv Among Latest Companies to Scale Use of Ocean-Bound Plastics through NextWave Plastics

Handcrafted goods and packaging solutions companies join NextWave Plastics as consortium celebrates four years of keeping plastic in the economy and out of the ocean

NEW YORK CITY (Jan. 24, 2022) – [NextWave Plastics](#) announces today two leading companies - [Shinola](#) and [Veritiv Corporation \(NYSE: VRTV\)](#) - are joining the consortium of worldwide businesses committed to scaling the use of ocean-bound plastics by developing the first global network of ocean-bound plastics supply chains. In alignment with UN SDG 14.1, the addition of Shinola and Veritiv marks 12 NextWave companies collaborating to divert a minimum of 25,000 tonnes of plastics, the equivalent to 1.2 billion single-use plastic water bottles, from entering the ocean by the end of the year 2025.

Shinola and Veritiv join NextWave as the consortium recently celebrated four years since its launch. In that time, NextWave member companies have diverted 2,316 metric tons of plastic from entering the ocean and in 2021, saw a 98% increase in annual diversion over 2020. HP Inc alone has launched more than 300 new products made with ocean-bound plastic since 2017, and NextWave member companies continue to permanently lock up this material with the introduction of new products. The group's commitment to establishing ocean-bound plastics as a commodity has led to NextWave's recognition in three respected sustainability accolades this year: [Business Intelligence Group Sustainability Awards](#), [Reuters Responsible Business Awards](#) and [United Nations SDG Action Awards](#).

Shinola, the Detroit-born brand operating at the intersection of design and function with enduring hand-crafted products, marks the second luxury goods retailer to join the NextWave consortium. In 2021, Shinola debuted its Detrola Sea Creatures Collection on World Oceans Day. As the brand's first foray into recycled goods, each Sea Creatures watch features a case and strap crafted from #tide ocean material® granules and yarn, made from 100% ocean-bound plastic waste.

"We are thrilled to join NextWave Plastics and a collective of brands paving the way for new sustainable practices through the use of ocean-bound plastic. NextWave and its diverse global network of partners is at the forefront of merging product innovation, commerce and sustainability," said Brandon Little, Vice President of Product Design at Shinola. "Shinola is dedicated to not only leading in the evolution of transformative waste into qualitative products but also in corporate responsibility. With the help of NextWave and its partners we hope to set the benchmark for luxury consumer products in the modern world."

Veritiv joins NextWave after years of work with founding member Dell Technologies on sustainable packaging solutions – including the IT industry's first ocean-bound plastic packaging – contributing to Dell's goal to use 100% recycled or renewable materials in its packaging by the year 2030. As a NextWave member, Veritiv seeks to expand their use of recycled ocean-bound plastic to additional packaging applications and offer this sustainable material option to other customers seeking alternatives to virgin plastic packaging.

“We are excited to join the NextWave Plastics consortium. Together, we can help create healthier, safer and more sustainable communities through the expertise of our diverse team,” said Susan Salyer, Senior Vice President and Chief Compliance and Sustainability Officer for Veritiv. “At Veritiv, sustainability is not simply a value-add or a premium solution. It is a core responsibility to collaborate with our customers and suppliers to offer and deliver sustainable and innovative solutions.”

“Over the past four years, NextWave members have driven measurable impact, diverting plastic pollution from entering the ocean. Veritiv’s deep understanding of recycled ocean-bound plastic will be a valuable addition to the coalition and lead to even greater opportunities to scale innovative new use cases,” said Page Motes, Head of Corporate Sustainability, Dell Technologies.

The addition of Shinola and Veritiv to NextWave’s roster of member companies falls on the heels of NextWave’s launch of its [Social Responsibility Framework](#), a guide for organizations to provide for the social responsibility of all ocean-bound plastic waste pickers. There are about 20 million waste pickers around the globe, responsible for [60% of the world’s recycling](#), including plastic that would otherwise end up in the ocean. The framework equips brands and organizations with the tools they need to ensure waste pickers achieve safe working conditions, inclusion and equitable pay and livelihoods.

“Not only are consumers demanding more sustainable products, but the amount of plastic waste in the ocean is on track to quadruple by 2040,” said Dune Ives, CEO of Lonely Whale. “NextWave Plastics member companies are driving the innovation that’s needed to address a market need, achieve a circular economy and protect the marginalized communities who make their work possible.”

For more information on NextWave, visit www.nextwaveplastics.org and download the [NextWave Plastics 2021 annual report](#). You can also connect with NextWave on [Twitter](#) and [LinkedIn](#).

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About Shinola

Born in Detroit, Shinola is a design brand with an unwavering commitment to crafting lasting products, from watches to leather goods and even a hotel. We celebrate timeless design and thoughtful craftsmanship with products and stories that inspire people to live well and be confident in a style that is uniquely their own.

About Veritiv

Veritiv Corporation (NYSE: VRTV), headquartered in Atlanta and a Fortune 500® company, is a full-service provider of packaging, JanSan and hygiene products, services and solutions. Additionally, Veritiv provides print and publishing products, and logistics and supply chain management solutions. Serving customers in a wide range of industries both in North America and globally, Veritiv has distribution centers throughout the U.S., Canada and Mexico, and team members around the world helping shape the success of its customers.

About NextWave Plastics

[NextWave Plastics](#) is an industry-led, open-source collaboration among leading technology companies and consumer brands to develop the first global network of ocean-bound plastics supply chains. Convened by Lonely Whale, this consortium aims to keep plastic in our economy and out of the ocean and has committed to preventing 25,000 tons of plastic waste from entering the oceans by 2025 across countries most impacted by plastic pollution. Members include Dell

Technologies, CPI Card Group, Herman Miller, HP Inc, Humanscale, IKEA, Interface, Solgaard, Trek Bicycle, Shinola and Veritiv. In 2021, NextWave was [awarded the top honors at the United Nations SDG Action Awards](#), which recognize organizations from around the world who are mobilizing, inspiring and connecting individuals to make positive change for people and the planet. To learn more, visit www.nextwaveplastics.org, follow along on Twitter at [@NxtWavePlastics](#), or connect on [LinkedIn](#).