

YOUR SUSTAINABLE SUPPLY CHAIN SERVICE PARTNER

PLASTIC CONSCIOUS

BRIDGING INNOVATION & MANUFACTURING EXCELLENCE

THE TOTAL CHINA SOLUTION



Blended natural bamboo fibers and recycled polymers form an innovation

[1]
SPECIALISED
ECO-SOURCING
& R&D



[2]
END-TO-END
IN-HOUSE
LOGISTICS



[3]
IN-HOUSE
QC & RISK
MITIGATION



Plastic Conscious

Your Supply Chain Service Partner

Company Introduction

Founded by the creators of Maximal Concepts, a leading Hong Kong-based hospitality group, Plastic Conscious leverages deep industry experience to deliver unique, actionable advice. Their firsthand experience managing high-volume operations revealed the heavy reliance on single-use plastics in hospitality, which inspired them to create Plastic Conscious and provide eco-friendly alternatives.

This heritage gives Plastic Conscious unparalleled insight into the supply chain needs of the hospitality and related industries, allowing them to offer tailored consultancy on compostable packaging, procurement, and compliance. Their proven track record ensures practical, results-driven support that helps clients succeed in both current and future projects.

We serve as an essential on-the-ground partner for some of the world's fastest-growing brands, bridging Western innovation with Asian manufacturing excellence. We operate not only as a product supplier but also as a strategic business partner, offering full-service solutions that span product design, sourcing, shipping, quality control, and financing. Our mission is to help companies streamline operations, improve cost efficiency, and accelerate their transition to environmentally responsible procurement. By providing a "Total China Solution", we help clients scale their sustainable product supply chains while reducing cost, carbon footprint, and the complexity of international travel.

Who We Work For

We welcome all types of Ideal Customer Profiles (ICPs) related to the eco-friendly and sustainable sourcing. Explore the examples below to see how we can tailor our partnership to your needs.

- **CPG Brands:** Producers of everyday consumer goods like food, beverages, and personal care items that consumers repurchase frequently.
- **Packaging-Heavy Categories:** Brands where packaging is a major cost driver, such as households, food, and personal care, requiring robust, protective structures.
- **Sustainability-Focused Brands:** Where eco-friendly practices are a core part of their identity, products, and messaging for their clients.
- **Companies without In-House China Teams:** Hospitality and related industries needing compostable packaging, procurement, and compliance expertise.

Specialised Eco-Sourcing & R&D

We don't just source; we innovate. Our expertise lies in navigating the complex sustainability landscape, including a wide range of eco-friendly materials.

- **Dedicated In-House R&D Team:** Our full-time Research & Development team is the engine of our company. We are constantly developing new, market-leading eco-items, from bio-plastics to advanced recycled materials.
- **Sustainable Range Development:** We help clients transition existing products to certified eco-friendly alternatives or build entirely new sustainable brands from scratch.
- **First-to-Market Advantage:** Our clients gain exclusive access to the latest sustainable innovations developed in our lab before they reach the broader market.

In-House Quality Control (QC) & Risk Mitigation

Unlike companies that outsource inspections to third-party agencies, we maintain total control over the production process through our in-house quality controllers.

- **Factory Audits & Social Compliance:** Our internal team conducts rigorous audits to ensure factories meet both environmental standards and ethical labour practices.
- **On-Site Production Monitoring:** In-house QC staff are physically present at factories to catch defects at the source, preventing costly re-runs or sub-standard shipments. There is real-time reporting and batch tracking.
- **Strict Pre-Shipment Inspection (PSI):** Every batch undergoes a final, comprehensive check by our experts to ensure it meets the exact specifications of our worldwide partners. Serial numbers are assigned to each production batch for traceability and quality control.
- **Report and Document Transparency:** Plastic Conscious is transparent in its reports, certificates, and documents, providing clients with full access, and they only use highly recognised test labs for legitimate verification.

End-to-End In-House Logistics

To provide a truly seamless service, we operate our own in-house logistics. This ensures that the "last mile" of the Asian supply chain is as reliable as the first. Our logistics team coordinates every stage – from factory dispatch to final delivery – providing clients with visibility, efficiency, and peace of mind.

- **General Project Management:** We take over 100% of the operational tasks in Asia. Clients do not need to travel, saving high costs and reducing their corporate carbon footprint.
- **Integrated Shipping & Freight:** Our logistics team handles all container loading, customs documentation, and freight forwarding directly.
- **Potential Financing Solutions:** We offer flexible financing options to help growing brands manage their cash flow, bridging the gap between production deposits and retail revenue.
- **Cost Savings:** We can consolidate orders, negotiate discounts, and reduce operational costs.

The Value Proposition for International Client

We create measurable value through expertise, sustainability, and operational excellence. Our clients benefit from:

- **Reliability:** Partnering with a team that already supports the USA's fastest-growing eco-brands ensures your production is in the hands of experienced professionals.
- **Cost & Time Savings:** Zero travel required. We act as your local office, managing QC and logistics with the same care as your internal team, which reduces procurement and operational costs.
- **Transparency:** Direct communication with our in-house staff provides real-time updates and peace of mind.
- **Future-Proofing:** Access to our R&D pipeline ensures your brand stays at the forefront of the global sustainability movement.
- **Overall Support:** A dedicated multilingual support team based in Hong Kong manages time zones and communication.

Finance Services

Understanding that financial flexibility is essential for international trade, Plastic Conscious can provide tailored financial and payment support to align with clients' cash flow needs. Our financial management services include:

- Negotiation of competitive payment terms with partner factories.
- Cash-flow planning and credit control advisory.
- Structured payment scheduling for long-term or high-volume accounts.
- Cost-analysis consulting to identify savings across production and shipment processes.
- By integrating logistics, financing, and production management under one roof, we give clients a single point of accountability and increased financial efficiency across projects.

Case Study



PROBLEM

Got a problem for us?

Approximately 1 trillion plastic trash bags are used each year globally, which averages out to about 3 billion bags used per day. This staggering number highlights the scale of plastic waste generated by households and businesses around the world, emphasising the need for more sustainable alternatives and waste management practices. A further challenge lies in finding viable, low-cost alternatives that maintain the functionality of traditional trash bags without harming the environment. As awareness of plastic pollution increases, there is a pressing need for truly home-compostable alternatives that can break down effectively in backyard compost bins.

Plastic Conscious was approached by their client to find a suitable solution, as they wanted to find and achieve long-term sustainability and reduce the ecological footprint of waste disposal.

SOLUTION

Plastic Conscious partnered with its client to create the solution to this global problem. They created a brand dedicated to providing conscious consumers with home compostable trash bags, re-sealable bags, and pet bags. This decision and development of the range aims to empower consumers to make eco-friendly choices without compromising on quality or convenience.

Plastic Conscious plays a vital role in this partnership by managing all aspects of sourcing from China, including research and development, certificate reviews, factory approvals, and logistics management. With our experienced research and development team, we have developed a range of additional new and innovative items, which have led to the brand being one of the fastest eco brands in its region.