

LAGOM VIET NAM

Lagom Viet Nam was established in 2019 with the mission of creating a sustainable circular economy model—where low-value waste is not discarded but rather transformed into useful products.

We commenced this journey by raising awareness and collecting used beverage cartons waste at schools, subsequently expanding to communities, businesses, and organizations. Used beverage cartons that is challenging to recycle—are collected, cleaned, sorted, and repurposed by Lagom into durable and aesthetically pleasing products such as hangers and interior-exterior furnishings. The entire process from collection to processing, production, and consumption has been designed by us to be closed-loop, aimed at minimizing waste, conserving resources, and extending the lifecycle of materials.

Over the past five years, this model has not only facilitated the recycling of thousands of tons of used beverage carton but has also inspired and transformed consumer behavior within the community. We take pride in being the first company to establish a professional network for the collection of used beverage cartons in Vietnam and to be a global pioneer in producing Eco hangers recycled entirely from used beverage cartons.

With Lagom Polyalu's production technology, we continue to expand the commercialization potential of recycled materials, contributing to a more sustainable future in consumption and production. "Lagom doesn't just recycle materials – we are redefining the way the world perceives low-value waste."

Learn more at www.lagomvietnam.org

CIRCULAR BUSINESS MODEL



- 1 EDUCATIONAL COMMUNICATION**
- 2 CLASSIFICATION OF COLLECTION**
- 3 R&D RECYCLING**
- 4 PRODUCT COMMERCE**

50⁺

partners, clients

from governmental agencies,
educational institutions, research
organizations to corporations

collection and recycling

>1000 TON
milk cartons



**Founded
in 2019**

educated

**>1.5 MILLION
students**

Possessing the
knowledge and
experience of source
waste sorting,
collection, and
recycling.

**> 2000
schools**

has engaged in
initiatives across
Vietnam.

>7500
reduce
tons CO₂ equivalent
emissions into the
atmosphere

LAGOM IN A NUTSHELL

ECOLOGICAL NETWORK



Lagom establishes a comprehensive ecological collection network across the nation, partnering with a diverse array of entities, including businesses, public organizations, non-governmental organizations, and communities.



EXCEPTIONAL ACCOMPLISHMENTS



LAGOM ECO HANGER
Winner of the innovative startup competition hosted by the German SEPT Innovation Center.



Munich Fabric Start International Fashion Fair, Germany, 2022
Seven prominent Vietnamese garment companies utilize



SHARK TANK SEASON 7, 2024

It was one of the offerings that captivated both the Sharks and the audience.



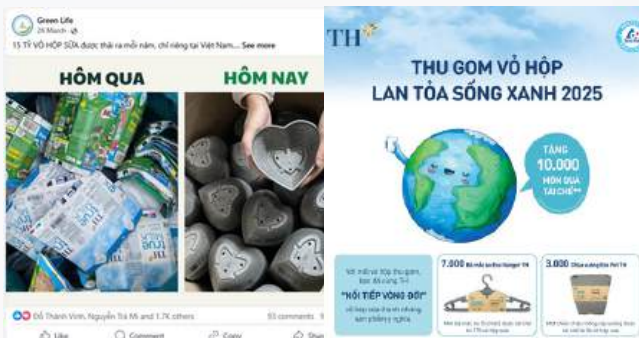
PARTICIPATING IN OVER 10 BRANDS' CSR INITIATIVES – RECYCLE TO GIVE BACK, 2024-2025

"Travel gently to Con Dao"
"Gathering cardboard boxes – Promoting sustainable living"



STARTUP COMPETITION 2024

First prize in the competition "Creating Solutions for Green Growth and Sustainable Development," organized by the Center for Resource and Environment Communication of the Ministry of Natural Resources and Environment.



The product was produced and received favorable feedback from the market.

Recycled milk carton products, recognized for their numerous advantages in both physical and chemical properties, have been selected by numerous corporate and individual customers to inspire and fulfill their social responsibility.

PRODUCT CATEGORIES

The product price is the retail price displayed on the website lagomvietnam.org. For bulk orders, please reach out to us.



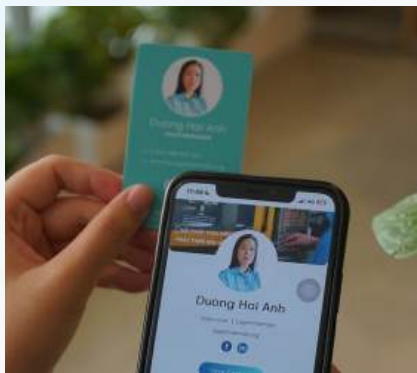
DOMESTIC PRODUCTS

Highly practical, beneficial for everyday use, and durable, recycled products crafted from cardboard boxes are increasingly accessible and serve as a viable alternative to items made from virgin plastic.



DECORATIVE PRODUCTS

Ideal for a minimalist and sustainable lifestyle, integrating recycled components into decorative pieces for any environment.



rCARD

rCard is a solution that integrates recycling and technology to achieve optimal efficiency, thereby saving time and costs for businesses across all their connections.



OEM

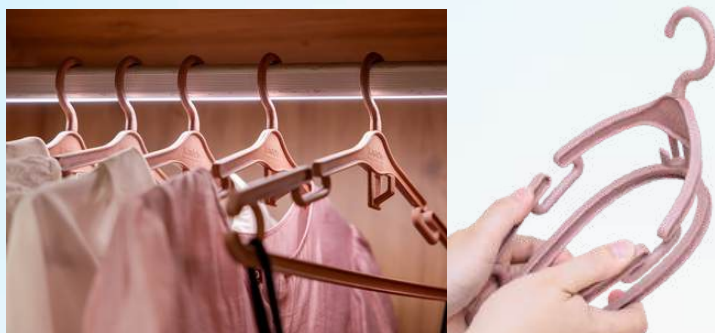
There are no constraints on product concepts, colors, or designs; simply communicate your requirements, and we will provide a solution.

HOUSEHOLD PRODUCTS

ECO HANGER

This product is cherished by women not only for its vibrant colors but also for its lightweight, flexibility, and durability, embodying the sustainable lifestyle embraced by women in the family. Additionally, it is part of the Vietnamese milk brand's initiative to collect empty milk cartons for attractive gifts.

79,000 VND/set



Featuring a clever, robust, and space-efficient design, the Eco hanger accommodates nearly all clothing types (shirts, dresses, jackets, accessories, etc.) and is suitable for all fabric materials.

Material: Recycled polyalu Lagom beads derived from cardboard boxes.

Colors: Gray, green, blue, pink.

Dimensions: 42 cm x 19 cm x 0.7 cm.

Weight: 60 g per piece.

Packaging: Set of 5 pieces (same color).

Each coat hanger is made from 35 recycled milk cartons.

Price: 79,000 VND per set of 5 pieces (excluding VAT)



95,000 VND/set

ECO HANGER FOR VESTS

From color to texture, it is an impressive and sustainable solution for maintaining your vest.

Material: Recycled polyalu Lagom beads derived from cardboard boxes.

Colors: Gray, green, blue, pink.

Dimensions: 44 cm x 23 cm x 5.6 cm.

Weight: 120 g per piece, hollow interior.

Packaging: Set of 5 pieces (same color).

Each coat hanger is made from 70 recycled milk cartons.

Price: 95,000 VND per set of 5 pieces (excluding VAT)

HOUSEHOLD PRODUCTS

LAGOM ECO TRAY

- ✓ Thân thiện với môi trường/Eco friendly
- ✓ Dẻo dai/Durable
- ✓ Dễ dàng vệ sinh/Easy-clean

Chất liệu/Material: Tái chế từ vỏ hộp sữa đã qua sử dụng/Recycled from used milk carton packs

Màu sắc/Color: Xám/Grey

Kích thước/Dimensions: 30cmx30cmx2.5cm

Trọng lượng/Weight: 170g/cái/pcs

Hướng dẫn sử dụng/Instructions for use: Dùng đựng thực phẩm, đồ dùng hoặc trang trí/Perfect for food, organizing or decor.

Thông tin cảnh báo/Warning information: Tránh xa nguồn nhiệt trực tiếp/Keep away from direct heat sources



LAGOM ECO-FRIENDLY TISSUE BOX

- ✓ Thân thiện với môi trường/Eco friendly
- ✓ Dẻo dai/Durable
- ✓ Chống bám bẩn/Stain-resistant

Chất liệu/Material: Tái chế từ vỏ hộp sữa đã qua sử dụng/Recycled from used milk carton packs

Màu sắc/Color: Xám/Grey

Kích thước/Dimensions: 22cmx12.6cmx9.4cm

Trọng lượng/Weight: 310g/cái/pcs

Hướng dẫn sử dụng/Instructions for use: Dùng đựng khăn giấy khô hoặc ướt/Ideal for dry or wet tissues.

Thông tin cảnh báo/Warning information: Tránh xa nguồn nhiệt trực tiếp/Keep away from direct heat sources

LAGOM ECO BOOKSHELF

- ✓ Thân thiện với môi trường/Eco friendly
- ✓ Dẻo dai/Durable
- ✓ Lắp ghép linh hoạt/Modular design

Chất liệu/Material: Tái chế từ vỏ hộp sữa đã qua sử dụng/Recycled from used milk carton packs

Màu sắc/Color: Xám/Grey

Kích thước/Dimensions (LxDxH): 30cmx18cmx35cm/25cm

Độ dày/Thickness: 1cm

Trọng lượng/Weight: 1.000g/cái/pcs

Hướng dẫn sử dụng/Instructions for use: Dùng để đựng sách, tài liệu hoặc vật dụng trang trí/Suitable for storing books, documents or decorative items.

Thông tin cảnh báo/Warning information: Tránh xa nguồn nhiệt trực tiếp/Keep away from direct heat sources

Khả năng chịu lực tối đa 3kg/The maximum load bearing capacity 3kg



DECORATIVE PRODUCTS



ECO POT H13

Material: Recycled polyalu Lagom beads derived from cardboard boxes.

Colors: Gray, Blue, Red.

Dimensions: D13xH6cm. Weight: 43g.

One recycled plant pot crafted from 26 milk cartons.

Price: 15,000 VND per piece (excluding VAT).

15,000 VND



ECO POT C12 CYLINDRICAL PLANT CONTAINER

Material: Recycled polyalu Lagom beads derived from cardboard boxes. Color: Gray. Dimensions: D12xH11cm.

Weight: 120g. One recycled plant pot crafted from 72 milk cartons. Price: 35,000 VND per piece (excluding VAT).

35,000 VND



ECO POT S12 SQUARE CONTAINER

Material: Recycled polyalu Lagom beads derived from cardboard boxes. Color: Gray. Dimensions: 12 x 12 x 11 cm.

Weight: 94 g. One recycled plant pot crafted from 56 milk cartons. Price: 27,500 VND per piece (excluding VAT).

27,500 VND



ECO POT S25 SQUARE CONTAINER

Material: Recycled polyalu Lagom beads derived from cardboard boxes. Colors: Gray, light gray, blue. Dimensions: 25x25x40 cm.

Weight: 950 g. One recycled plant pot crafted from 560 cardboard boxes. Price: 155,000 VND per piece (excluding VAT).

155,000 VND



DECORATIVE PRODUCTS

NGUYỄN KHÔI

The Nguyễn Khôi vase exemplifies a minimalist yet artistic aesthetic, fostering a serene and sophisticated ambiance. Nguyễn Khôi stands as a testament to environmental stewardship and limitless creativity.

150,000 VND

Material: Recycled polyalu Lagom beads derived from cardboard boxes.

Colors: Gray, light gray, green, light green, blue, pink.

Dimensions: 18x12x4.5 cm.

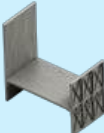
Weight: 190 g.

Material: Nguyen Khoi vase, crafted from 114 recycled milk cartons.

Price: 150,000 VND per piece (excluding VAT).



LAGOM PRODUCT PRICE LIST

No.	Name of Product	Unit	Picture	Listed Price	Discount	Distribut or Price
1	Eco Hanger	Set 5 pcs		79.000đ	PUR	PUR
2	Vest Eco Hanger	Set 5 pcs		95.000đ	PUR	PUR
3	Eco Pot H13	pcs		15.000đ	PUR	PUR
4	Eco Pot C12	pcs		35.000đ	PUR	PUR
5	Eco Pot S12	pcs		27.500đ	PUR	PUR
6	Eco Pot S25	pcs	   	155.000đ	PUR	PUR
7	Eco Tray	pcs		PUR	PUR	PUR
8	Tissue Box	pcs		PUR	PUR	PUR
9	Booke shelf	pcs		PUR	PUR	PUR

DECORATIVE PRODUCTS

INTERIOR AND EXTERIOR

These products are crafted from recycled eco-bars sourced from low-value plastic waste. Picnic tables and chairs, waste sorting bins, and plant pots are among the eco-bar products preferred by businesses participating in various "Recycle to Give Back" initiatives. Lagom partners with the AEON Mall supermarket chain, Mondelez food company, Sociolla cosmetics company, and Tetra Pak to donate these products to schools as part of a program aimed at sorting and collecting empty milk cartons.

Our outdoor and indoor furniture offerings are crafted to be robust, long-lasting, visually appealing, and vibrant in hue. Products are produced according to customer specifications; please reach out to us for a quote on bespoke items tailored to your business requirements.



ECO LOUNGE

Recycling procedure

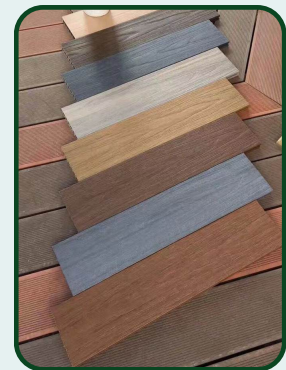


Collect plastic waste from offices, schools, and communities.

2. Classification and Preprocessing



3. Processing plastic waste at the facility.



Product: Lagom Eco Bar – Green Wall Panel
Dimensions: (Width x Length x Height)

- 60x600x10mm
- Thickness: 10 mm
- Brand name: EcoBar



Grey



Charcoal Gray



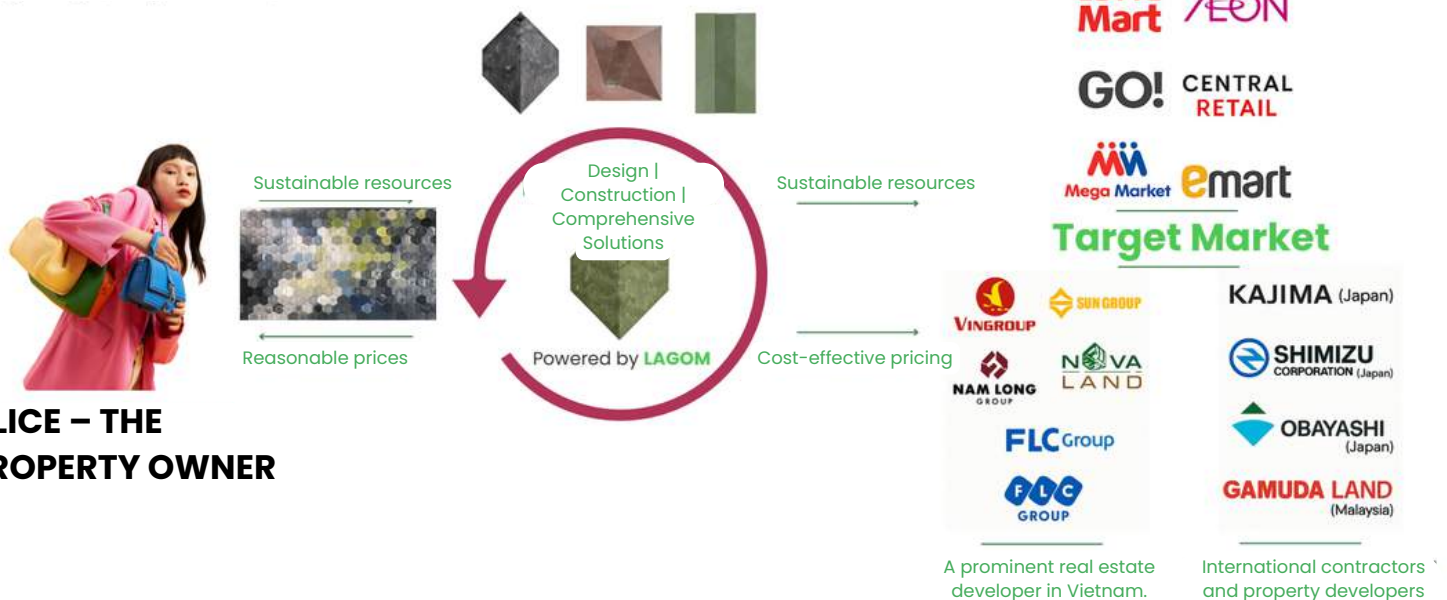
Natural Ipe Brown



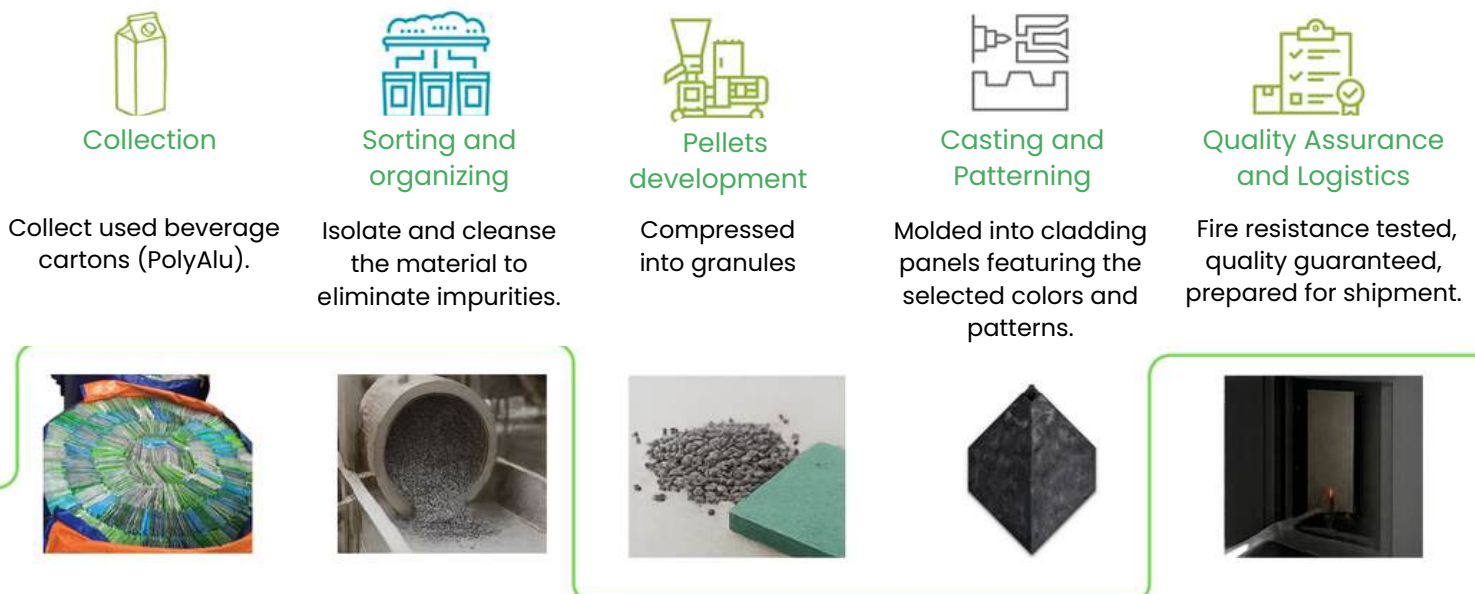
ECO TILES

OUR SOLUTION

Mitigating the impact of the construction industry begins with the use of sustainable materials. PolyAlu cladding panels are constructed from recycled beverage cartons, offering durability, weather resistance, and fire resistance, as evidenced by a B-s3, d0 rating. With a lifespan exceeding 40 years, it can be entirely recycled upon the conclusion of its service life. An extensive array of colors and patterns, influenced by the Dutch Pretty Plastic aesthetic. Lightweight, simple to install, and necessitates minimal maintenance.



TECHNOLOGY AND PROCESSES



COMPETITIVE ADVANTAGE



POLYALU
CLADDING
PANELS



POLYALU CLADDING
PANELS

100% recycled from Polyalu
materials

RECYCLABLE



Light structural load

13-24 kg/m2



Fire safety



CONCRETE / STONE / CERAMIC TILES

Materials extracted from mines and
rocks – Significant carbon footprint

NON-RECYCLABLE



Significant burden

80-120 kg/m2



Delicate, challenging to
transport and install.

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SAMPLE PRODUCT



Sample 1



Template 2



Template 3



LAGOM ECO GROWTOWER

LAGOM ECO GROWTOWER - AEROPONIC PLANT CULTIVATION TOWER - 10 TIERS

20W SOLAR PUMP MODEL

MODULAR DESIGN - RECYCLED FROM POLYALU PELLETS MADE FROM USED MILK CARTONS.

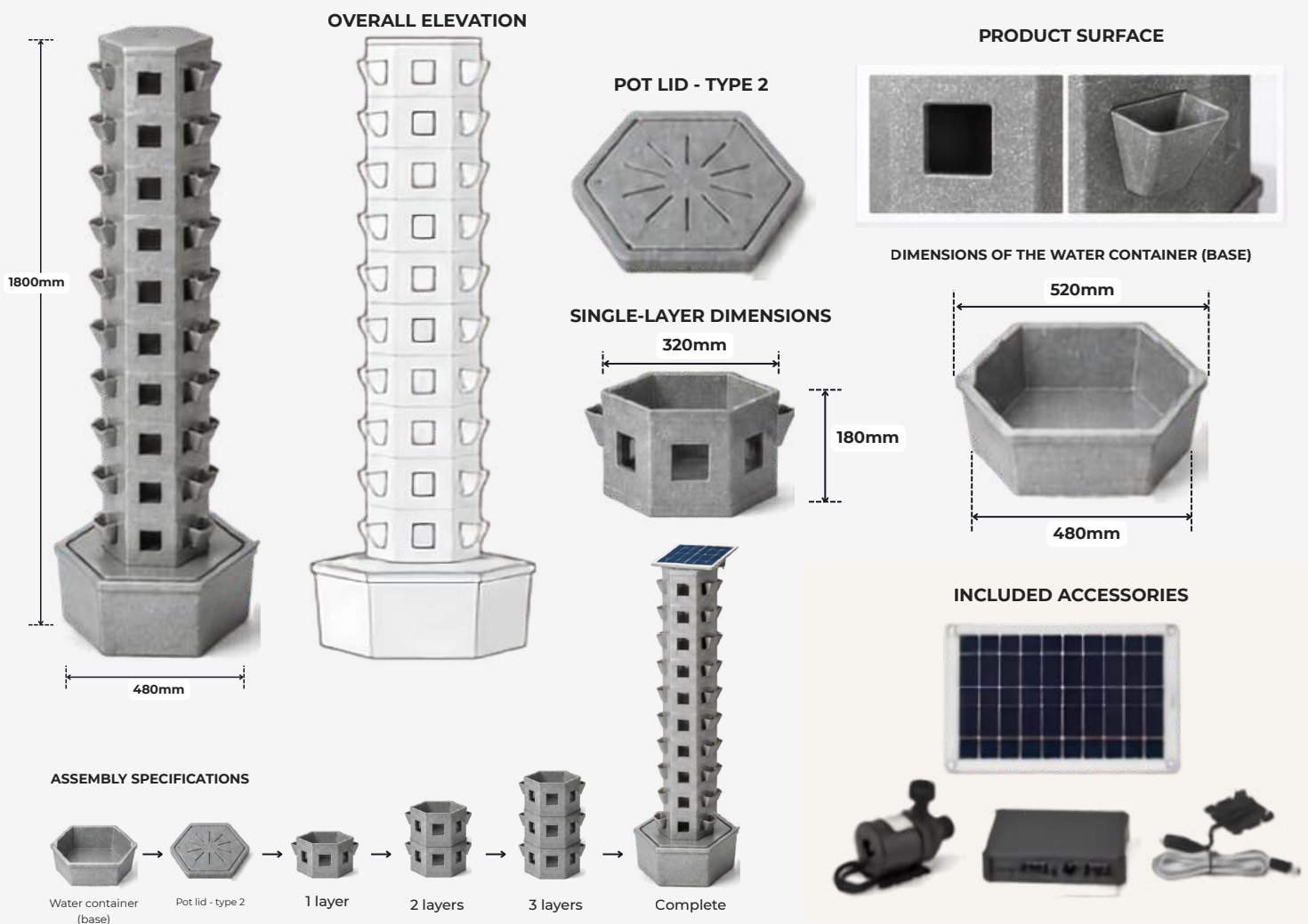
- Shape: Hexagonal (single layer)
- Number of holes: 6 square openings (1 opening on each side)
- Material: Recycled from polyalu pellets made from used milk cartons.
- Color: Stone grey with a metallic luster, or customizable upon request.
- Applications: Cultivating ornamental plants, vegetables, and a diverse array of flowers.
- Features: Water-resistant, resilient, easy to maintain, eco-friendly.
- Structure: Modular, comprising 10 tiers with a water reservoir at the base.
- Pot lid: Type 2 (hexagonal lid featuring drainage holes)
- Accessories included: 1 x 20W pump, solar panel, 12V power supply for the pump, and water pipe.



**SUSTAINABLE SOLAR ENERGY -
ECONOMICALLY VIABLE**

SOLAR PANELS

20W PUMP.
POSITION IT IN THE
WATER CONTAINER
AT THE BASE.



LAGOM ECO GROWTOWER



rCard

unrestricted connectivity

RCARD DIGITAL BUSINESS CARD

rCard is an innovative electronic business card created by the Lagom Vietnam creative team. It employs advanced NFC card technology, facilitating quicker and more professional sharing of contact information than conventional business cards. Furthermore, rCard can be integrated with timekeeping cards, elevator access cards, parking cards, and various other practical applications.

rCard is an exceptional technological solution that provides optimal efficiency while saving users both time and money in all their interactions.

Discover additional information about the product at <https://rcard.eco>



OEM

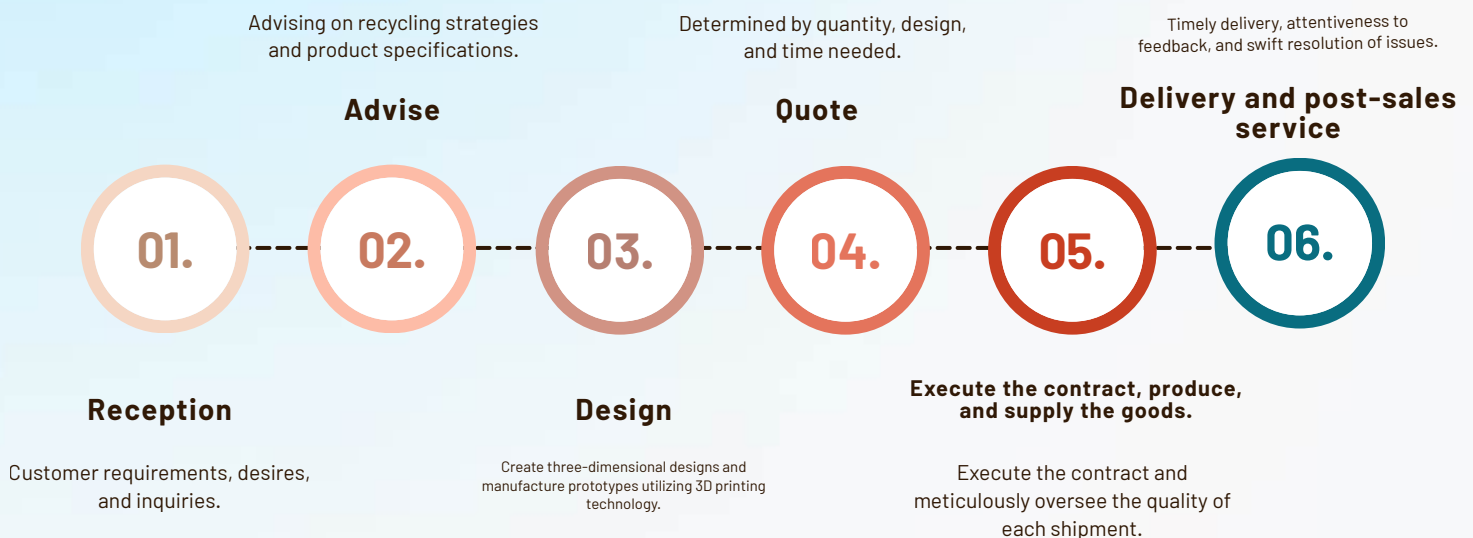
We are dedicated to delivering comprehensive, professional, transparent, and competitively priced consulting services for the production of recycled paperboard products.

We assure and accept accountability for our products.

- 01 Recycled products possess all requisite documentation.**
Product self-declaration dossier; Environmental permit; Test results for physical and chemical parameters demonstrating the product's durability and safety; Valid invoice.
- 02 Product attributes of recycled materials derived from Lagom Polyalu granules.**
Visually appealing, exceptionally functional, health-conscious, adaptable and robust, capable of being recycled numerous times, resistant to environmental degradation and aging, and exhibiting high durability.
- 03 Recycled products represent a sustainable solution.**
Promoting the sustainable development goals of businesses involves transforming waste packaging into valuable resources, aligning with the principles of a circular economy. This approach effectively substitutes numerous virgin plastic products, thereby minimizing resource and energy waste.



OEM PROCEDURE



We consistently provide special offers for bulk orders, so please feel free to reach out to us for the most competitive pricing. We remain open to negotiations with our clients.

Numerous avenues for collaboration exist if you seek to make an impact with recycled products and desire a product tailored specifically for your brand, utilizing materials and manufacturing technology from Lagom Vietnam.

CUSTOMER FEEDBACK

INDIVIDUAL



Mr. Khanh

Consumers who purchase Lagom hangers remark, "The hangers are highly flexible, can be bent, and can be organized neatly in the wardrobe. The product accommodates various types of clothing... and they retain their shape exceptionally well." He was quite astonished to discover the process of recycling milk cartons.



Helly Tong

Holding a recycled plant pot from Lagom, Helly Tong remarked, "You can observe the transformation from plastic to plastic, from form to form, and from old to new...it's genuinely remarkable."

BUSINESS

TH Food Chain Joint Stock Company

Utilize coat hangers and plant pots as gifts within the "Collecting Packaging to Promote Green Living 2025" initiative.



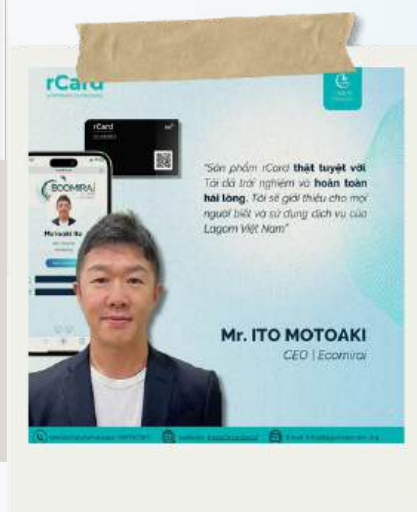
Youth Journal

Utilize coat hangers and potted plants as gifts in workshops, talk shows, and green economy initiatives.



Vietnam Airlines

Utilizing coat hangers and plant pots as gifts, Nguyen Khoi took part in the "Fly Light to Con Dao" initiative.



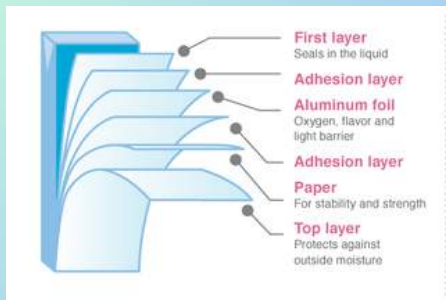
Ecomirai

Utilize rCard in place of traditional paper business cards within your organization.

INTRODUCTION TO RECYCLING TECHNOLOGY

LAGOM RESEARCH AND DEVELOPMENT

- DAIRY CARTON
- 75% Paper
- 21% PE Plastic
- 0.4% Aluminum



Historically, the majority of waste was incinerated or landfilled, yielding no valuable byproducts.



- 75% is repurposed into PAPER

- PULP AND PAPER MILL



- 25% aluminum and plastic waste



- POLYALU ALUMINUM PLASTIC PELLETS



- Providing raw materials to both domestic and export manufacturers.



- To create valuable products.

Lagom takes pride in being the first company in Vietnam to possess the technology for recycling polyalu granules extracted from cardboard packaging, thereby producing commercially available products that are widely distributed in the Vietnamese market.

THANK YOU

LAGOM VIETNAM

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