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Business Summary

Trivium Industries is one of the first manufacturers of biodegradable and compostable packaging for the cosmetic industry. Our packaging offers an environmentally friendly alternative to plastic based packaging. Our initial product is cosmetic bottles that are used to store lotions, pastes, gels and soaps. We offer a wide variety of bottle shapes, sizes and colours. Our research project at Brock University has allowed our bottles to be filled with any cosmetic product and be protected by a barrier coating.

Customer Problem

There is a large amount of waste created by disposable packaging products. In recent years, there has been an increase in environmental legislation around the world, aimed at reducing the large amount of disposable waste being created. The cosmetic industry has faced much scrutiny because of the plastic packaging being used. This increase in legislation has become a major concern for cosmetic brands and has incentivised them to start looking for environmentally friendly packaging alternatives.

The Solution

Our packaging is developed using a natural product - corn based resin. Our products are compostable and completely decompose in less than 180 days of reaching a composting facility. The current problem with our bottles is that we can make a biodegradable and compostable cosmetic bottle but it will be very limited to what can go into the bottle.

Revenue Model

Our revenue model is the sale of biodegradable cosmetic bottles. We have already received high demand from cosmetic packaging buyers prior to beginning production in 2013.

Target Market

Our target market is the cosmetic packaging distributors, private labelling companies and cosmetic brands. The majority of cosmetic brands purchase their packaging from a distributor or have their product private labelled.

Competitive Advantage

Our competitive advantage is our research and development and the IP this has generated. We plan to become an industry leader in green cosmetic packaging. Our products will be manufactured at our facility in Welland.

Milestones for the next year

In 2013:

- Receive the Biodegradable Products Institute Eco label, an additional environmental designation. This is the most trusted eco label worldwide for biodegradable products