



PEEL Lab

ピールラボ

A B2B greentech startup providing a one-stop plant-based leather sourcing and manufacturing solution.



PEEL LAB

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND



RISING DEMAND FOR ECO-FRIENDLY PRODUCTS



80%

of consumers want to know the origins and manufacturing conditions of the products they purchase.



70%

say that it is important that a brand is eco-friendly.



35%

the premium that consumers who care about sustainability are willing to pay for eco-friendly brands.



40%

of consumers are value-driven rather than purpose-driven.

THE LEATHER INDUSTRY



**\$400
billion**



80% of animal hide wasted yearly

83 bil. gallons of water consumed yearly

#1 most environmentally-damaging fashion material

35% increased risk of cancer for leather tannery workers



TANNING

The tanning process is the chemical bonding of skin proteins and collagen molecules to stabilize the internal structure of the hide. The amount of water used in the tanning process of cowhide is about 17 tons per kilogram of leather, which is one of the causes of worsening water pollution.



SHIPPING

In 2018, the amount of CO2 generated in international transportation reached approximately 920 million tons. In most cases, leather is transported to multiple countries, from raw material production to processing, leather product production to consumers, and the longer the transportation distance, the greater the amount of CO2 generated.



METHANE GAS

Greenhouse gas emissions from animals
The greenhouse effect of methane gas emitted from the digestive system of cattle is 25 times that of carbon dioxide, and each cow emits 300-500ml of methane gas per day.

INDUSTRIAL ISSUES

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Reduce
food waste

Prevent
animal
cruelty

Reduce
carbon
emissions

Our vision is to empower corporates and brands to make the sustainable choice by providing a convenient and transparent solution for custom **plant-based leather merchandise.**

私たちは、透明性をもった方法で生み出された植物由来のレザー製品をご提案します。企業やブランドに対してより環境に優しく、サステイナブルな手法が選択できるように後押しをするB2B企業です。

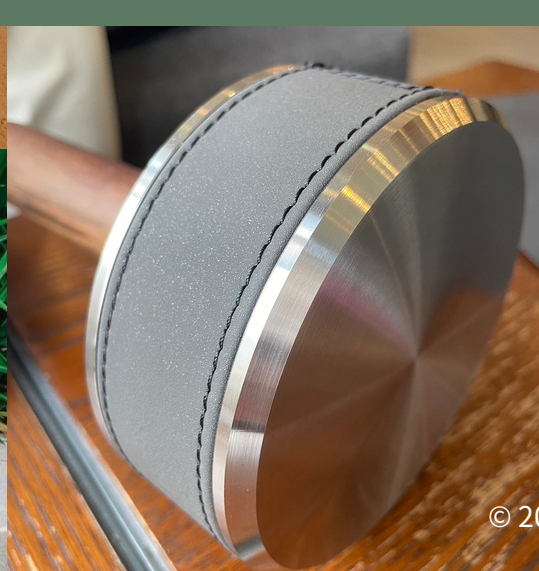
OUR VISION

PEEL LABの目標



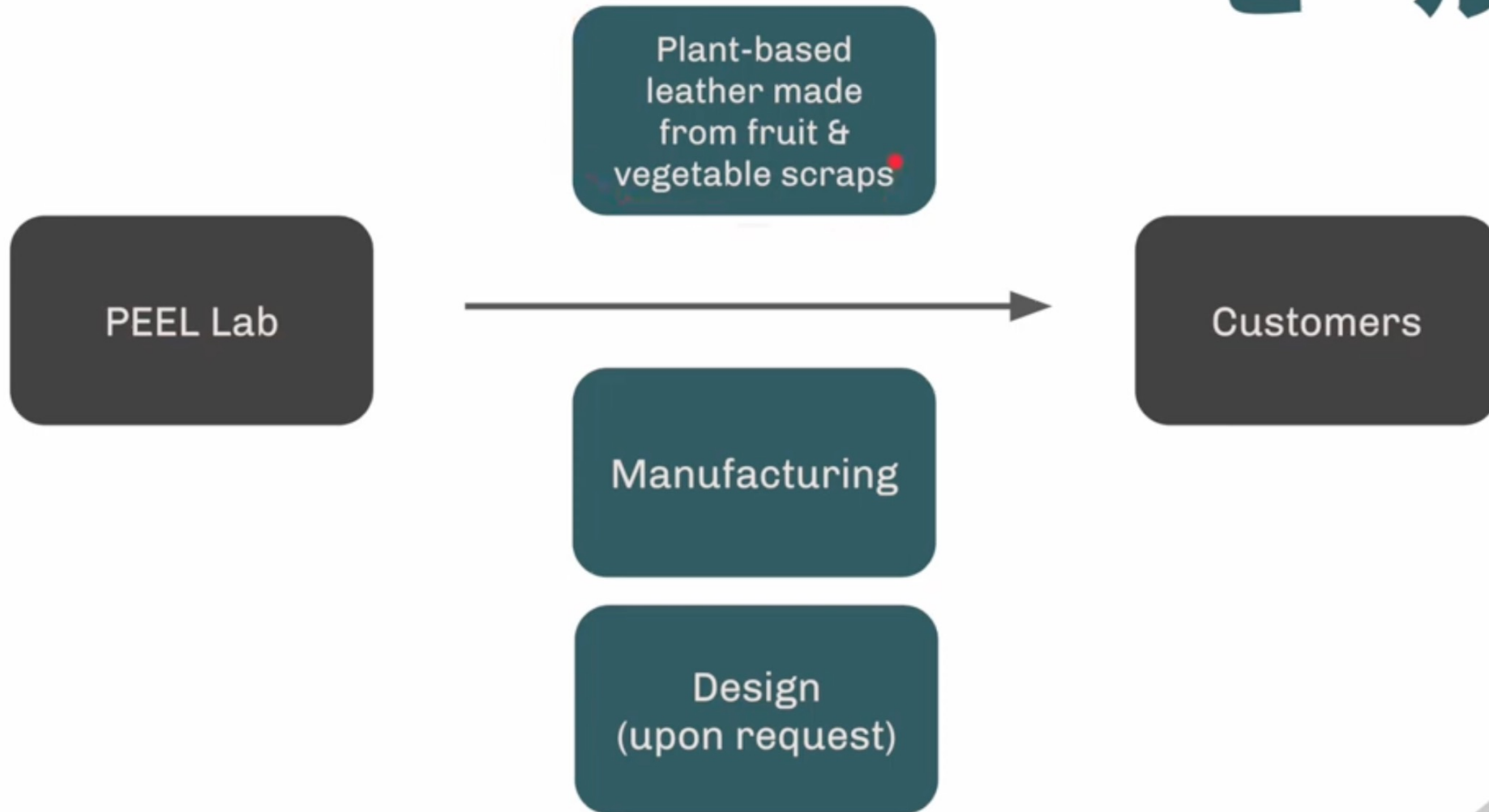


OUR PRODUCTS

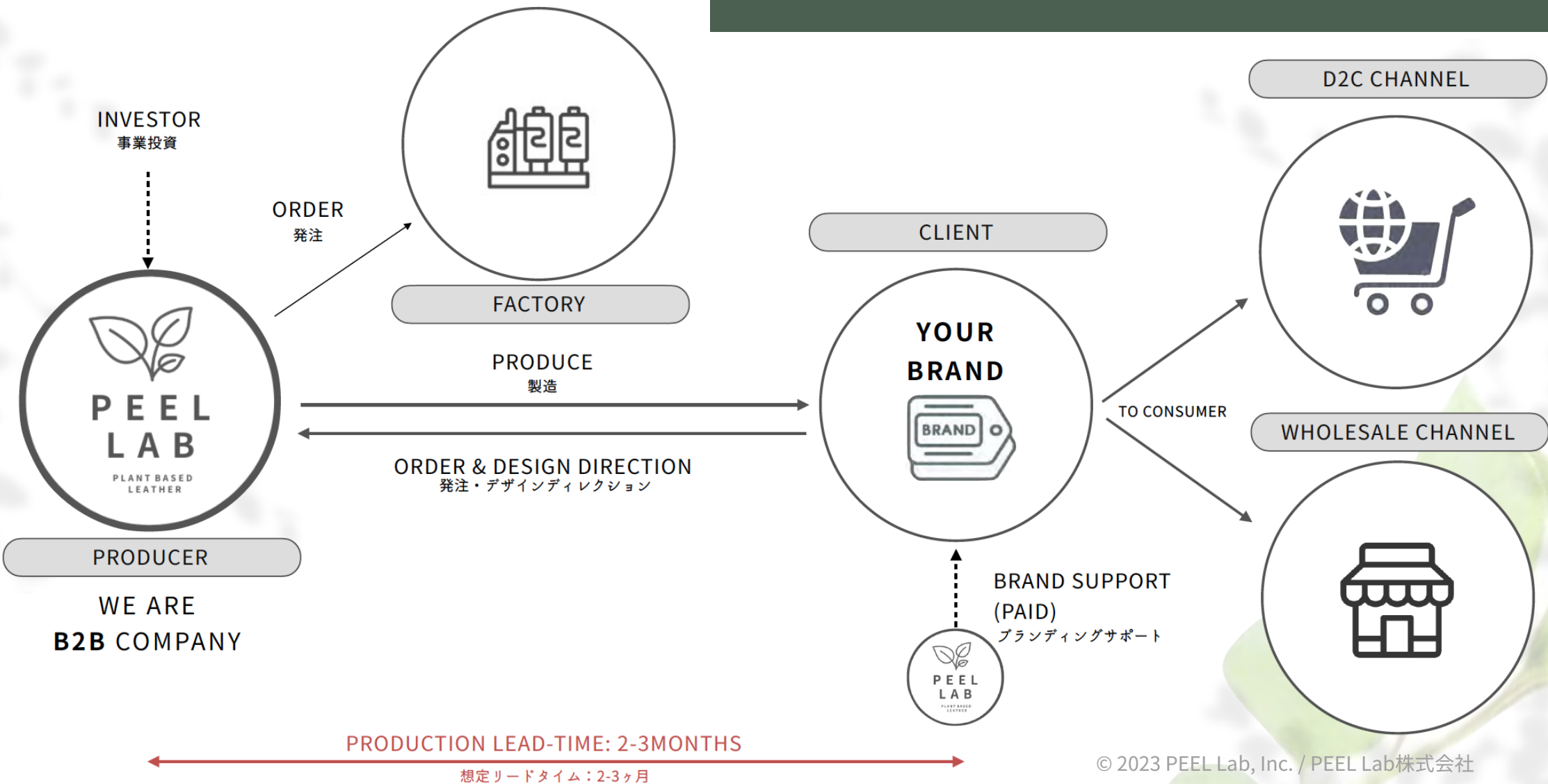


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BUSINESS MODEL



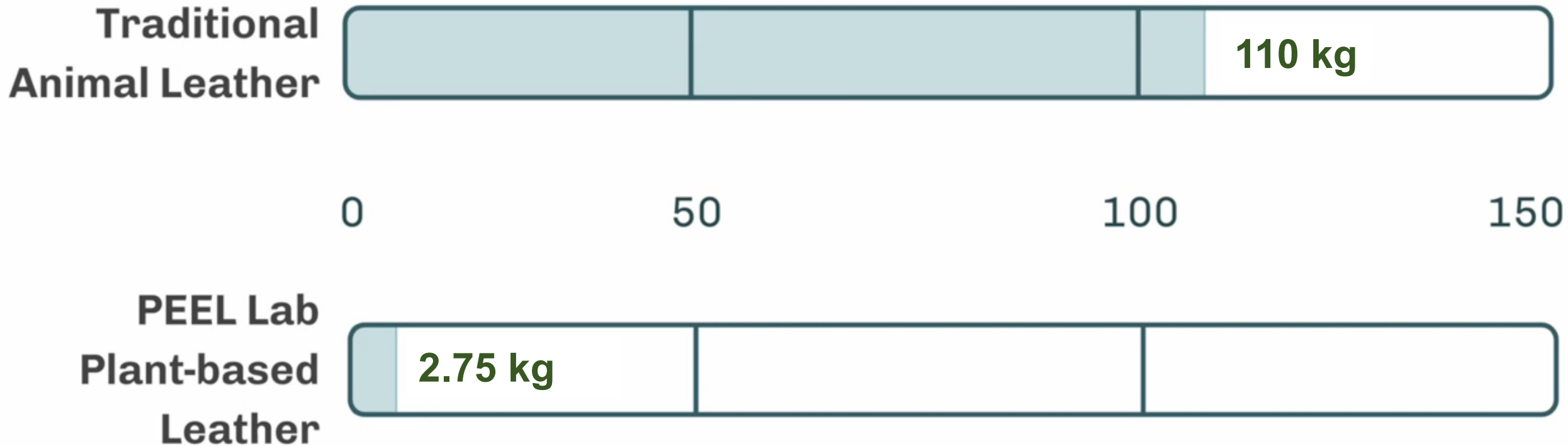
Competitive Analysis with *CONVENTIONAL* Leather

| Leather Type | Material | Price (per m ²) | Waterproof, Scratch proof, Durability | Environmental Impact |
|-----------------------------------|---|-----------------------------|---|---|
| PEEL Lab Pineapple Leather | Pineapple, Recycled PU, Recycled Resin | \$20 - \$50 | Water proof Scratch proof Lasts up to 10 years without treatment | Emits only 2.75 kg of CO₂ per m² Partially biodegradable |
| Animal Leather (Cowhide) | Cow | \$20 - \$160 | Not 100% waterproof Not scratch proof Lasts up to 30 years if oiled regularly | Emits 110 kg of CO ₂ per m ² Animal cruelty Causes water pollution Increased health risks of tannery workers |
| Synthetic Leather | PU | \$1 - \$30 | Water proof Not Scratch proof Lasts 2-4 years | Emits 15.2 kg of CO ₂ per m ² Takes 500 years to decompose |

Carbon Footprint of Leather (CO2 kg/square meter)



ENVIRONMENTAL ADVANTAGES



QUALITY-BASED ADVANTAGES

| | Traditional Animal Leather | Plant-based Leather |
|----------------------|----------------------------|----------------------------|
| Weight | Heavy | Light |
| Durability | High | High or Better |
| Waterproof | Low | Very High |
| Scratch resistance | Low | Very high |
| Texture | Wears with age | Maintains original texture |
| Environmental Burden | High | Low |



modernform



ST REGIS
HOTELS & RESORTS



HAYAMI

Folio
WORK FOR ALL



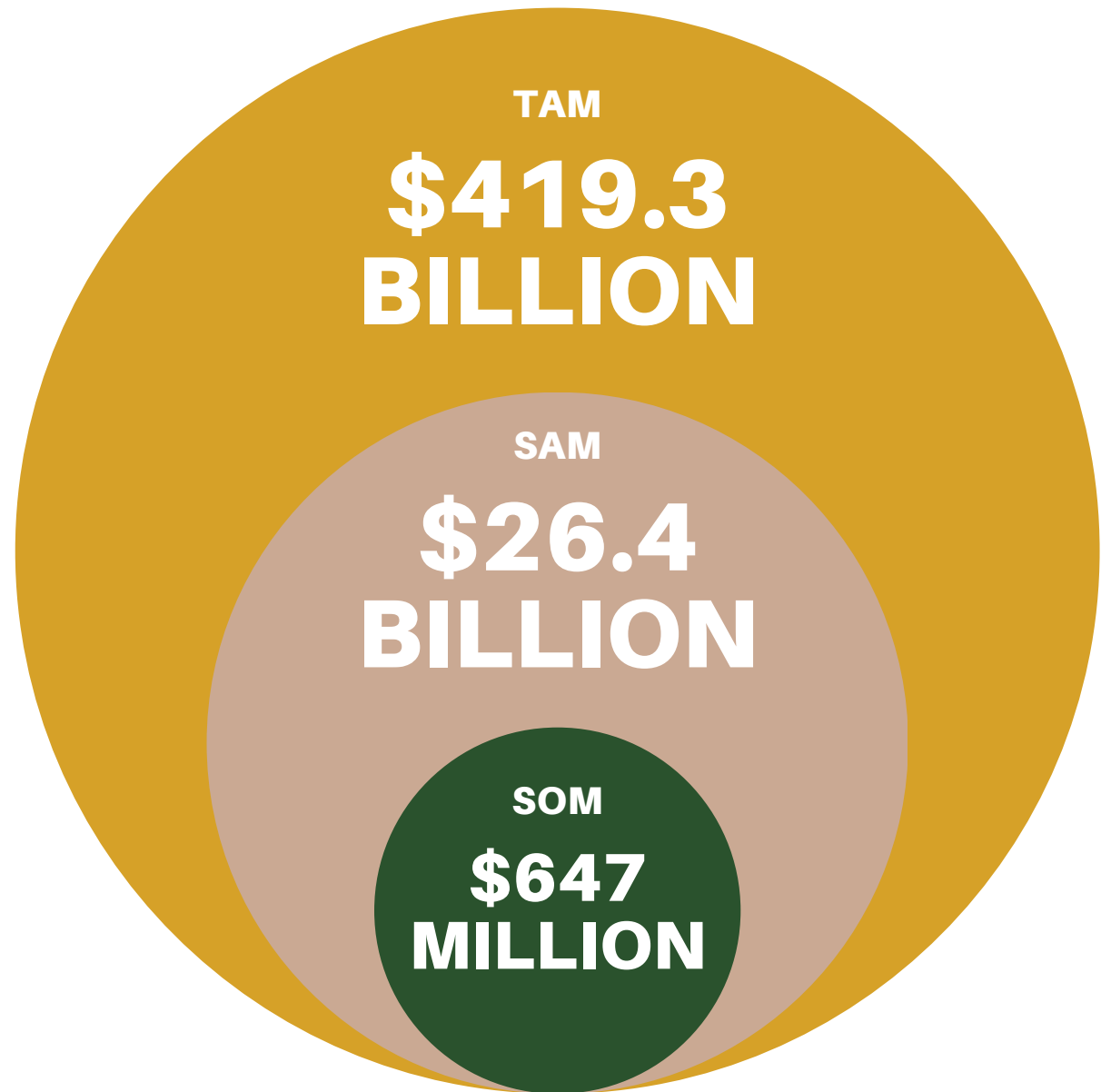
北村ピース

LOCUSHOE

OUR
CUSTOMERS

TARGET MARKET

- **TAM**
 - Market size of leather industry in the world
- **SAM**
 - Market size of leather industry in Asia
- **SOM**
 - Market Size of Bio-Based Leather industry





OUR IMPACT

180 kg

180kg of pineapple leaves are up-cycled for manufacturing our iconic pineapple leather in 2022.

180kg以上のパイナップルの葉がアップサイクルされ、PEEL Labのレザーに生まれ変わりました。

85.8 t

85.8 of CO₂ emissions are reduced during the creation of our leather.

85.8t分以上の二酸化炭素の排出を防ぎました。

800 m

800m² of pineapple leather were manufactured in 2022.

800m²分以上のパイナップルレザーを生産しました。

LOCAL IMPACT

THAILAND

- Top 3 producer of Pineapple in the World
- 600,000 Rai of Pineapple Farm (237,221 Acre)
- Annually, in 1 Rai = 10 ton Kg of Pineapple leaves wasted
- 6,000,000 ton of Agricultural Waste
- Stop farmers from burning Pineapple leaves!!



We aim to replace 1% of the global animal and synthetic leather industry with plant-based leather by 2030. We dedicate ourselves to taking on multiple UN Sustainable Development Goals.

**SUSTAINABLE
DEVELOPMENT
GOALS**

3 GOOD HEALTH
AND WELL-BEING



6 CLEAN WATER
AND SANITATION



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



Contact

JOIN US ON OUR MISSION FOR A BETTER FUTURE

より良い世界を目指すため、エシカルなレザーという選択肢を。

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Instagram: [@peel.lab](https://www.instagram.com/peel.lab)

Thank you for listening!

ご清聴いただきありがとうございます！