SOHOTREE

SWITZERLAND



# Accessories made of AppleFiber





# Who we are

- Founded in 2020
- Based in Zurich, Switzerland
- Brand known in retail, e-commerce and corporate gifting
- Finalists Swiss Vegan Awards
- Here to stay – we built long lasting relationship
- We manufacture all kind of accessories, made from AppleFiber - a sustainable leather alternative

## where design meets sustainability

# AppleFiber
# like leather but better



# AppleFiber

AppleFiber is a vegan, sustainable leather alternative made from the leftover apple pomace—peels, cores, and pulp—produced by the apple juice and cider industries.






- Eco-friendly
- USDA bio-certified
- Vegan
- Light material – lighter than leather
- Long lasting
- Water resistant

# AppleFiber





Apple juice and apple purée



Apple pomace, leftover from industrial apple juice productionand grinding

Drying and grinding



Apple pomace powder



Cotton

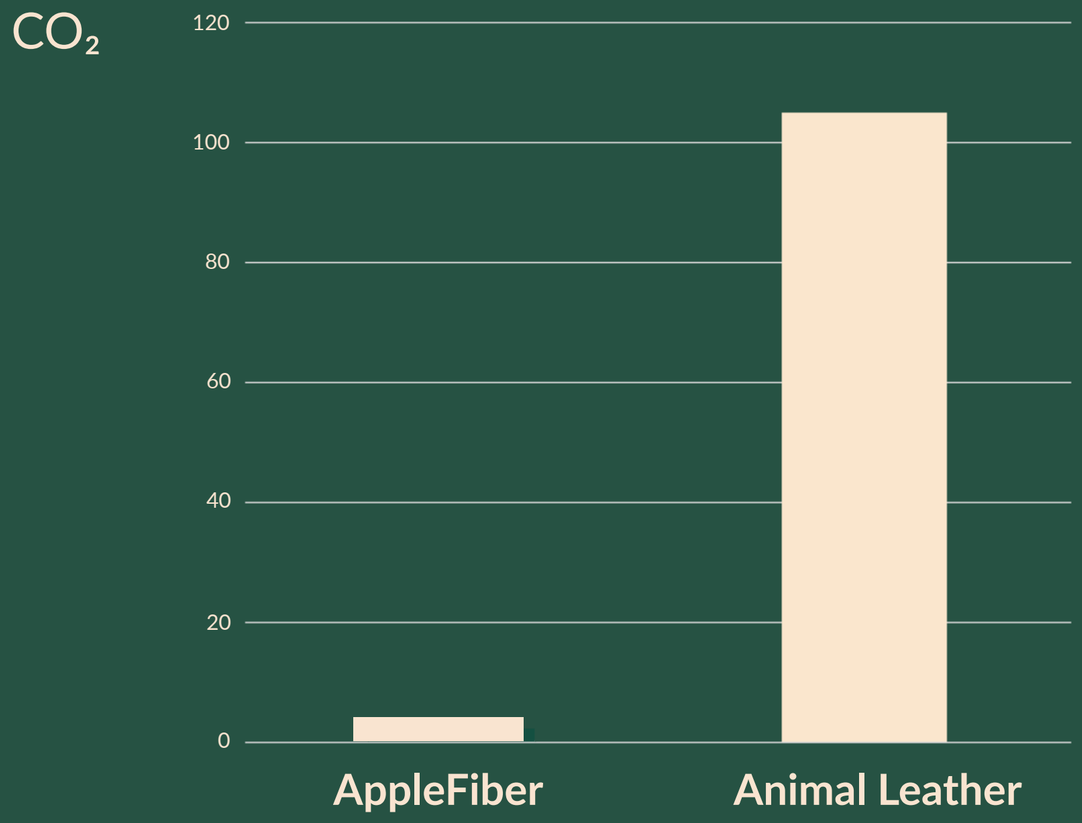


AppleFiber




SOHOTREE products

# AppleFiber – Consumption of $CO_2$ per $m^2$




AppleFiber has a consumption of 2.34kg $CO_2$ per sqm. Animal leather has a consumption between 65 to 150kg per $m^2$ .

Source: „Life cycle assessment (LCA) study on AppleFiber“
University of Milan, Dept. of environmental science and policy, 2022

# Corporate gifting



# Corporate gifting

**Elevate your gifting strategy – sophisticated and sustainable**

- We develop **unique** products for you, tailored to your needs
- All products are **customizable**
- Great **flexibility** – also small quantities are possible

Personalized gifts foster emotional connections with your clients and employees



# Corporate gifting

Customize your products – with your logo and initials






# Standard assortment



# Key chains

Key Accessories
LOVE HEART




Key Accessories
TOPAZ



Key Accessories
KIKU



# Wallets




Portemonnaie
GALA




Portemonnaie
CAROLA




Portemonnaie
RENETTE



Card holder G.
SMITH



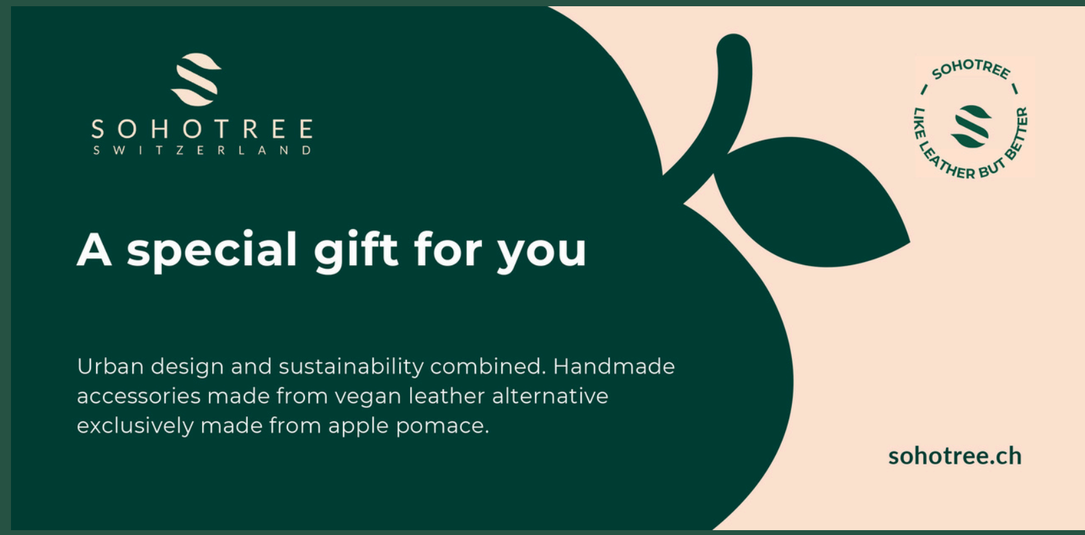

Portemonnaie
JACOBS



Portemonnaie
JACOBS COINS

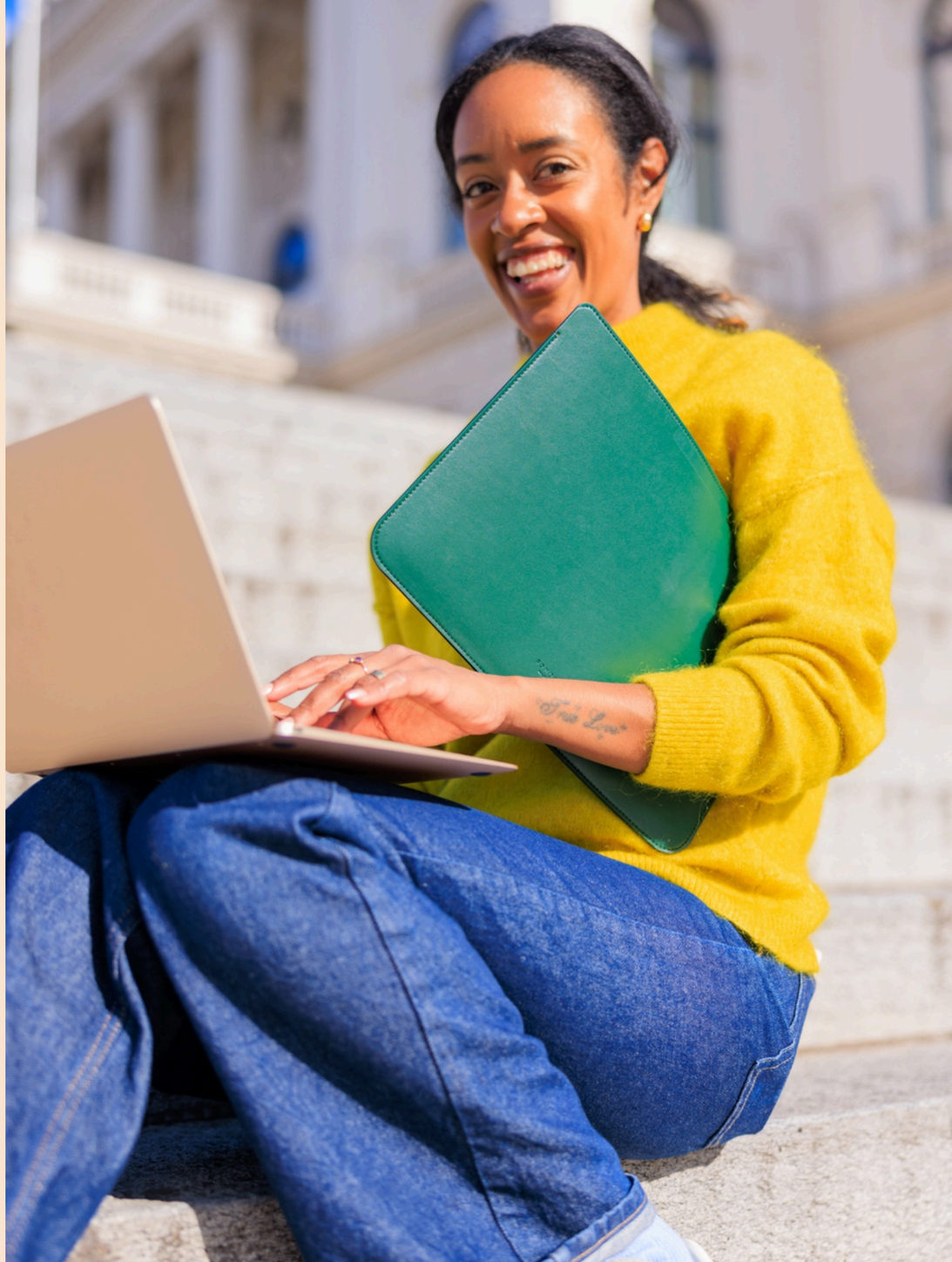
# SOHOTREE vouchers

You can’t decide what to get? Opt for our vouchers!






# Travel Items



# Handbags









Purse for male or female with removable shoulder strap. Magnetic pocket outside, several pockets inside

# Handbag – Belt bag

Handbag for men & women.
With detachable shoulder strap. Can be worn also as belt bag (with a belt).
Outside and inside pockets



# Handbag – Shopper

Handbag for men & women.
With shoulder strap.
Shape like an easy linen bag



# Little wrist bag



# Handbag - Backpack

Backpack that can also be worn as Handbag – for men & women
With detachable shoulder straps and detachable backpack straps.
Laptop pocket inside. Outside pocket in front and back. Backside fits also on trolley.






# Backpack



Your logo, Embossed



# Travel bag





# Bag charm

Stay on top of mind – add this little charm to any (of our) bags



# Toiletry case

with inner zip and pockets




your logo










# Passport case




Travel organised
With some additional space for cards or boarding pass

# Sunglass case

Super innovative and handy – can be easily attached to any bag. Never ever worry again where to store your glasses





# Sunglass case

Design it your way!



# Bottle holder

Stay hydrated on the go – just carry your water bottle over the shoulder. With this cool water bottle strap solution





# Bottle holder

You already carry a bag and don‘t want extra straps?
Then simply add this bottle holder
to your bag – thanks to the two hooks



# Key chain with airtag

This neat key chain adds an airtag to your keys. So you never have to search your keys again



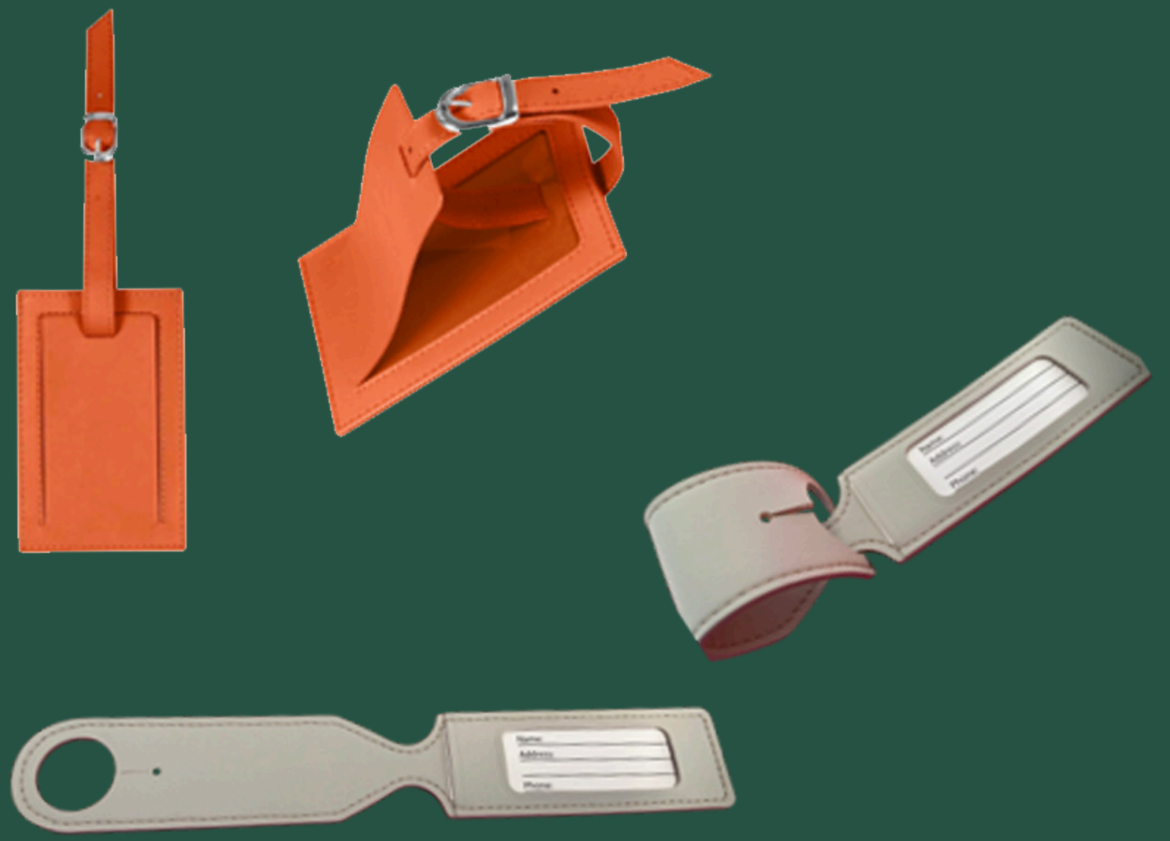
# Mini bag with hook

This mini bag can easily be attached to any other bag.
Never search for your essentials anymore!



# Travel tag

Add some extra safety to your travels with a travel tag



# Cable box well organised





# Organised at home



# Mobile charging case

Your charging cable is not long enough to reach the plug in? Simply put your phone in this case, plug the cable in and hang the case on the end piece of your charger. Now even the shortest cable is long enough to reach the plug-in.





# Watch case





# Glasses case - 2 different ones

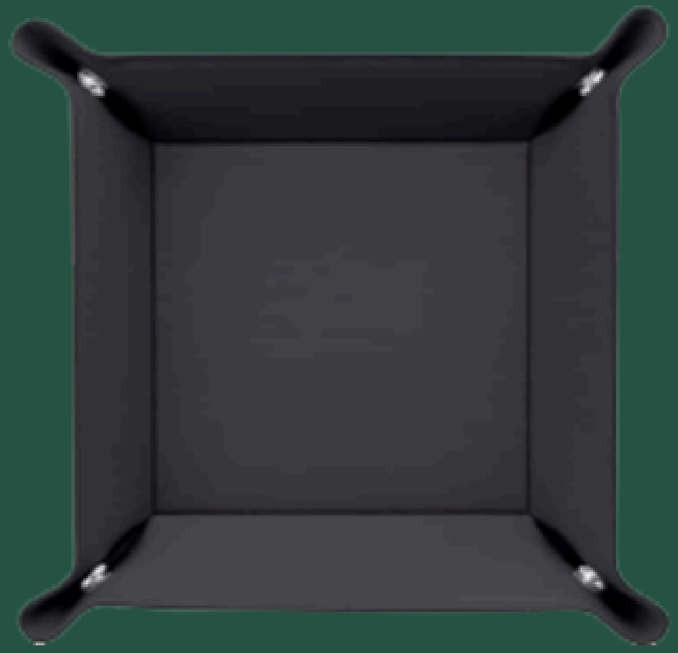







# Valet tray

Keep your home organised
Keys, cards, or whatever you need on the go always by your hands





# Table set

Protects your table from scratches
Has your logo visible in cozy moments at home



# Glass mat

- Protects your table from scratches
- Has your logo visible in cozy moments at home
- Available in round or square shape. With or without holding box



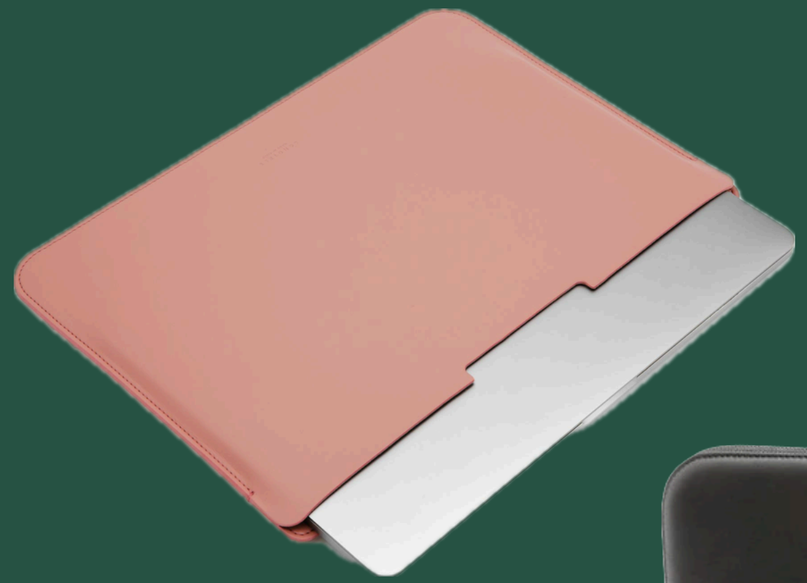
# Door hanger do not disturb



# Business classic



# Notebook case







Laptop bag, for all laptop sizes, with zip all around
Or Macbook Sleeve for 13“, 14“ or 16“

# Notebook bag











Laptop bag, for all laptop sizes, with zip. Can be carried in hand on over shoulder. With inside pockets and one big outside magnetic pocket

# Conference folder

Nothing better than some handwritten notes to remember the important things



# Card holder magnetic

Have all your cards always sorted and ready to hand,
placed behind your phone



# Pen cup

Keep your pens organized



# Pencil case

Sleek and neet – your most important pens in a classy packaging



# Customization



# Customization

All products can be customized in size, color and logo.

Your logo can either be embossed in silver or gold or printed also in any other color.

logo embossed gold




logo embossed silver



logo embossed transparent



logo printed white



# Colors

All products are available in various colors. For smaller quantities ideally choose one of our standard colors or also from a choice of 40 different colors.

Pantone colors upon request and depending on quantity.

Our standard colors in regular assortment



Our standard colors

- Black
- Ivory
- Creme
- Dark blue/ navy
- Light blue
- Dark green
- Wine red
- Hazelnut brown
- Dark brown/ espresso
- Cognac

# More colors choice of 40 colors



# Packaging

Add a nice packaging to your products

- gift box from recycled paper
- Small cotton pouch

Packaging can vary, depending on size of product



# Lead times

Delivery times vary, depending on quantities and customization

Goods in stock:
1 week

Customized items:
1 months, depending on design process



# SOHOTREE References

Trust approved



AMG PETRONAS FORMULA ONE TEAM

PORSCHE

Porsche Zentrum Zug



UBS

syngenta

coop

PILATUS

MERBAG

MANOR

micasa MIGROS

SOHOTREE SWITZERLAND

# Say YES to a more sustainable world!

We offer

- Innovative material
- Ultra lightweight
- Highest quality standards
- Individual support

From Switzerland to the world!



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