



Building a great project seed by seed.



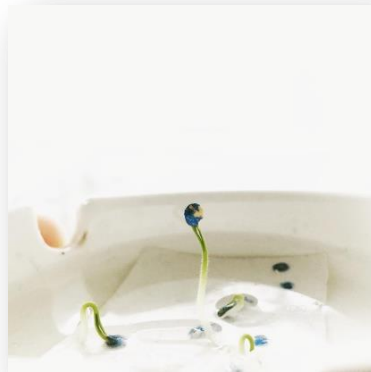
SHEEDO'S FIRST SEED

“Once upon a time... four entrepreneurs wanted to develop a project with a **strong commitment to sustainability**”.

*Although Sheedo started with the idea of creating handcrafted sandals, they came across with the idea of **paper with seeds** once they started looking for a suitable packaging.*



GREEN MARKETING



*Sheedo is nowadays a small company focused on **eco friendly corporate gifts**, original business products and gifts that **can be planted**. Sheedo products are different as they contain **seeds**, so they provide the possibility to show one's **commitment with the environment** while offering a totally **different experience**.*



THE HISTORY OF SHEEDO



Four entrepreneurs decided to do things in a more logical way. They wanted to place value on people and nature.

They decided to revolutionize the promotional gift industry as it was a sector that generated lots of waste. They wished to eliminate disposable gifts and aimed at elaborating gifts, which could be used and planted

They started their venture with a paper manufacturer who came up with the perfect method to create planting paper. Eventually, they could substitute cellulose by residual cotton, machines by people and chemicals by seeds.

SUSTAINABLE OBJECTIVES

- Approaching nature to people
- Offering an unforgettable experience to the persons receiving the gift
- Creating a new life from paper.
- Giving back to the planet what belongs to the planet

THEIR PROVIDERS

- Artisan paper manufacturers from Bañoles (Girona) who elaborate handcraft paper. They provide continuity to an obsolete profession.
- A printer. Paper is essential but printing too. A small artisan print shop decided to try different printing processes and could finally guarantee the germination of paper.
- A manufacturer of chocolates that can be planted. They are made in Valladolid by artisans who work with mud and introduce seed to each mud chocolate. They are not edible but can be planted.



CIRCULAR ECONOMY COMMITMENT



*Sheedo leads the **paper revolution** introducing the concept of **no more “using and throwing away”**, but **planting instead**. They contribute to **circular economy** by using residual cotton instead of cellulose, replacing machines with people and chemicals with seeds.*

VALUE



*The magic of Sheedo is not only in minimizing the **environmental footprint** as it commits to go further and **communicate value**.*



1 - Gala Freixa, co-founder, was in the Forbes list of the 30 most talented young people in Spain.

Welcome to the paper revolution!!!

More information in: <https://sheedo.es/>

The company presentation: <https://sway.office.com/3u7u83LrDFM62MIF?ref=Link&loc=play>

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SHEEDO: the paper revolution

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