

**Let's Untrash The Planet.
Together.**



A message from Mike...

Hi, I'm Mike, founder of Zero Co.

We're a young Aussie startup with an ambitious mission to solve the global-single-use plastic problem.

We recently did some research and found out that Aussie Airbnb properties use and throw away almost **1 Million** single-use plastic bottles of stuff like handwash and dishwashing liquid every year*. That's a pretty crazy number, and just for Airbnb listings alone...

So, we're on a mission to make that zero, whilst putting some extra dollars in your back-pocket.

Here's a bit of info about us and our affiliate accommodation program 'Sustainable Stays' that we'd love for you to be a part of.

Cheers!
Mike

* 1,169,471 to be precise. See appendix for data source and calculations.



We did some research and found that

91% of Aussies say they'd be more likely to book a holiday home or short-term rental if it was single-use plastic free.



ZERO CO

**“I’d love to find ways
to make more money
from each guest
stay.”**

- Judy, SuperHost.

**We ran one-on-one interviews with SuperHosts to
understand some of their pain-points.**



ZERO^{CO}

So, we want to join forces and help you:

1. **Ditch single-use plastic from your property**
2. **Spread the word of your Sustainable Stay**
3. **Earn extra income**



We want to offer you:

\$30 off your first Zero Co box so you can get set up SUP-free in your kitchen, laundry and bathrooms.



Choose any products you need
(Minimum spend of \$100).
+ Ongoing bulk-order discount

\$30 commission for every one of your guests that buys a box of Zero Co*.



By signing up to our Sustainable Stays affiliate program via [Impact](#).

* Minimum spend \$99. New customers only.

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Plus!

Flyers, counter cards or stickers to put in welcome packs, leave around the property or share digitally



Including a unique QR code that tracks purchases from your guests so we can pay you commission!

We'll promote your property through our channels & Sustainable Stays listing page to get you more bookings



100k+ website UVs/mth, 105k+ social following

How does it work?

- 1** Sign up to our program in Impact ([here](#)). Impact is the affiliate platform we use for all our epic partnerships! If you have any questions, [here's a guide to help you register](#).
- 2** We'll send a \$30 discount code for your first Zero Co order*. Choose anything you need to get set up. We recommend our [Starter Box](#) which includes all 10 Zero Co products.
- 3** Order your first box and we'll send you your Sustainable Superhost Toolkit so you can start spreading the Zero Co word! Here's how we work....

*Minimum spend of \$100.



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Our Mission:

We're on a mission to untrash the planet and solve the global single-use plastic problem by doing 2 things:

1. Stopping single-use plastic going to landfill
2. Cleaning up rubbish in the ocean

We do that by making planet-friendly, personal-care and home-cleaning products that get delivered direct to your door minus all the single-use plastic. Here's [how it works...](#)



How It Works:



I'm a Forever Bottle™ made from ocean, beach and landfill (OBL) plastic. Keep me at your place and refill me forever.



I'm a reusable refill pouch made from recycled materials diverted from landfill. Fill up your Forever Bottle™ then send me back to Zero Co to be sanitised, refilled and sent to another customer.

Our range of plastic busting do-goodies:



Multi-Purpose Cleaner (1L)
+ Forever Bottle (500mL)



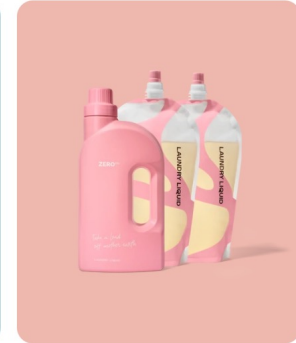
Body Wash (1L)
+ Forever Bottle (500 mL)



Dish Washing Liquid (1L)
+ Forever Bottle (500mL)



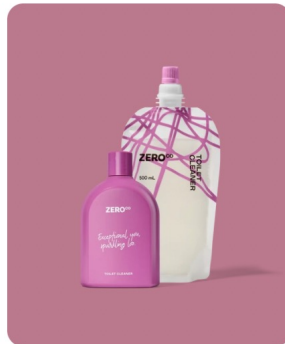
**Bathroom & Shower
Cleaner (500mL)**
+ Forever Bottle(500mL)



Laundry Liquid (4L)
+ Forever Bottle (2L)



Air Freshener (250mL)
+ Forever Bottle (250mL)



Toilet Cleaner (500mL)
+ Forever Bottle (500mL)



Stain Remover (500mL)
+ Forever Bottle (500mL)



Hand Wash (1L)
+ Forever Bottle (500mL)



Dishwasher Tablets (50pk)



Coming Soon:

We're about to launch the world's first ever single-use plastic free shampoo, conditioner, roll-on deodorant and body lotion.

We've been working with the ex-Global Head of Product at Aesop to develop this SUP-free body range with an industry leading ingredients list that is free from SLS, silicones, parabens and EDTA.

Pre-orders are now available [here](#). We can't wait to see this new product range come to life and change the body-care game forever!



Once you're in...

- 1 We'll make you a flyer to put in your property, plus a \$20 discount code for your guests, incentivising them to go SUP-free too.
- 2 You use Impact to get affiliate tracking links with images, text and videos. Share these with your guests to earn commission.
- 3 You can track your progress in the platform and see which links or flyers are making you the most sales!
- 4 Enjoy \$30 commission* with every sale directed by your affiliate tracking links, flyers, or discount codes!

*See T&C's



ZERO^{CO}

So, what do you say?

Should we make this plastic busting partnership official?

The average Aussie uses 3,109 single-use plastic bottles (of the 10 products we make) in their lifetime.

That's 1 BILLION bottles Aussies buy and throw away every single year.

Let's work together to make that ZERO.



Appendix:

Number of Airbnb listings in Australia:

- 137,900 ⁽¹⁾ or 147,655 ⁽²⁾

Airbnb Occupancy Rates:

- Airbnb rentals in Australia had an annual occupancy rate of 20.1% in 2020 ⁽³⁾

SUP Usage:

We looked at Total Household Usage ⁽⁴⁾ of the products Zero Co makes and extrapolated this data across Australian Airbnb properties and average occupancy rates:

OUR PRODUCTS	UNITS/YR (000s)	/HOUSEHOLD	/AIRBNB (20%
	NATIONWIDE	NATIONWIDE	OCCUPANCY)
Laundry Detergent (liquid + powder)	66,818	8.1	0.0 Not used by Airbnb
Dishwashing (liquid + tablets)	83,761	10.1	2.0
Handwash	41,945	5.1	1.0
Bodywash	33,868	4.1	0.8
Air Freshener	28,596	3.4	0.7
Multi-Purpose Cleaner	25,154	3.0	0.6
Bathroom Cleaner	13,605	1.6	0.3
Stain Remover	21,072	2.5	0.0 Not used by Airbnb
Toilet Cleaner	41,133	5.0	1.0
Shampoo	45,651	5.5	1.1
Conditioner	32,951	4.0	0.8
Deodorant	67,406	8.1	0.0 Not used by Airbnb
TOTAL	501,961	60	8
TOTAL AIRBNB SUP USAGE/YR			1,169,471.4

Data Sources:

(1) aph.gov.au – 2016

(2) <https://theconversation.com/ever-wondered-how-many-airbnbs-australia-has-and-where-they-all-are-we-have-the-answers-129003>

(3) <https://www.alltherooms.com/analytics/average-airbnb-occupancy-rates-by-city/>

(4) The Big Picture – Grocery Data 2019

Terms and Conditions:

Zero Co will payout \$30 commission on any sale if:

- the customer status is new AND
- the order total is \$99+ AND
- no discount code is used OR discount code used is attributed to Sustainable Stays partner.

Contact:

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