



We make simple, everyday products - simple on purpose, and in the most beautiful way. Minimalist by design; easy to use and love.

Our philosophy is simple too.

### Our products are:

- Made with certified organic materials
- Machine washable
- Useful, durable and reusable
- Meant for daily use
- Independently tested healthy and safe

We are committed to fanatical customer service and making our customers happy. We hope you enjoy your Fluf products as much as we enjoy making them.



# ZIP LUNCH

Your everyday brown bag (with bells and whistles).



## **SNACK BAGS**

Reusable sandwich + snack bags.



**B PACK** 

An everyday classic. Dependable, Organic. Washable.

# ZIP LUNCH

Your everyday brown bag (with bells and whistles).

Cotton canvas carry handles. Zipper closure. Preshrunk & machine washable. Interior pocket (for a water bottle or ice pack). Wipeable, rinsable, tested food-safe lining. Meets or exceeds the highest safety standards.

100% certified organic cotton 100% Post-consumer RPET lining Size: 11"(L) x 8"(W) x 5"(D) Min. per SKU: 3 units



NEW BLOCK NAVY OAT MANGO ZLU-BNAV-34



NEW BLOCK POPPY OAT MANGO ZLU-BPOP-35



**EAT THE RAINBOW**ZLU-EATR-24



**PENCILS**ZLU-PNCL-26



SHARK ZLU-SHK-07



**FOX** ZLU-FOX-25



**RAINBOWS**ZLU-RBW-20



**CAMO** ZLU-CAM-05



UNICORN ZLU-UNI-17



LUNCH MAUVE ZLU-MVPT-28



**LUNCH MINT**ZLU-MINT-27



**LUNCH YELLOW** ZLU-YLW-29



LUNCH RED ZLU-RED-18



**LUNCH BLUE**ZLU-BLUE-17



BLACK SOLID LBP-OBLK-13



LUNCH GREY/RUST ZLU-LUBG-14



**LUNCH GREY/PUMPKIN**ZLU-LUPK-16



LUNCH GREY/YELLOW ZLU-LUG-03



LUNCH GREY/MIDNIGHT ZLU-LUMN-15



HAPPY BREAD GREY ZLU-HBGY-31



**HAPPY BREAD MINT**ZLU-HBMT-30



Use again & again - Fluf snack bags can be used hundreds of times, and replace single-use plastic bags.

Preshrunk & machine washable. Wipeable, rinsable, tested food-safe lining. Meets or exceeds the highest safety standards. Ideal for snacks & sandwiches on the go, and so much more: use for cords & chargers, makeup, dog treats, keys, pacifiers, spare change - you name it.

# FLIP SNACK S

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# Reusable sandwich + snack bag.

GOTS-certified.
Made with certified organic & RPET (recycled) fabrics.
Water-resistant, tested food-safe lining. Hook & loop closure. Machine washable.

100% certified organic cotton Post-consumer RPET lining Size: 7"(L) x 7.5"(W) Min. per SKU: 3 units



**NEW CHERRIES | PINK** SS-CH|PNK-01



**NEW CHERRIES | RED** SS-CH|RED-02



**NEW 'SNACK'|BLACK** SS-SNK|BK-09



**NEW DRUMSTICK|BLACK** SS-DRM|BK-03



**NEW DRUMSTICK|ORANGE** SS-DRM|OR-04



**NEW 'SNACK'|BLUE** SS-SNK|BLU-10



**NEW BREAD|BLACK** SS-HB|BK-05



**NEW BREAD|BLUE** SS-HB|BLU-06



**NEW** 'SNACK'|ORANGE SS-SNK|OR-11



**NEW PANDA|BLACK** SS-PND|BK-07



**NEW PANDA|PINK** SS-PND|PNK-08





**NEW CHERRIES | RED** (SANDWICH SIZE) SZP-CH|RED-01



**NEW BREAD|BLUE** (SANDWICH SIZE) SZP-HB|BLU-02



**NEW BREAD ORANGE** (SANDWICH SIZE) SZP-HB|OR-03



**NEW 'SNACK' | BLACK** (SNACK SIZE) SZP-SNK|BK-04



**NEW 'SNACK' | ORANGE** (SNACK SIZE) SZP-SNK|OR-05



Reusable sandwith snack bag.

GOTS-certified.
Made with certifity organic & RPET (recycled) fabrication water-resistant, tested food-safe lining. Premium varipper closure.
Machine washabi Made with certified (recycled) fabrics. lining. Premium YKK Machine washable.

> 100% certified organic cotton Post-consumer RPET lining Sandwich Size: 7"(L) x 7.5"(W) Snack Size: 5"(L) x 8.25"(W)

Min. per SKU: 3 units



**NEW 'STASH'|BLACK** (SNACK SIZE) SZP-STSH|BK-06



**NEW 'STASH'|ORANGE** (SNACK SIZE) SZP-STSH|OR-07







**NEW CHERRIES | RED** SMT-CHR|RED-01



**NEW BREAD|BLUE** SMT-HB|BLU-02



**NEW 'SNACK' BLACK W/ BLUE ZIP** SMT-SNK|BK.BLU-03



**NEW 'SNACK' BLUE W/ BLUE ZIP** SMT-SNK|BLU.BLU-04



**NEW 'SNACK' ORANGE W/ YELLOW ZIP** SMT-SNK|OR.YLW-06



### Reusable snack bag opens flat & doubles as mat.

GOTS-certified. Made with certified organic & RPET (recycled) fabrics. Water-resistant, tested food-safe lining. Premium YKK zipper closure. Machine washable.

100% certified organic cotton Post-consumer RPET lining Size: 7"(L) x 7.5"(W) Min. per SKU: 3 units



snack.



# **B PACK**

### An everyday classic. Dependable. Organic. Washable.

Made with durable, 14 oz certified organic cotton canvas. Heavy canvas carry strap & adjustable shoulder straps. YKK zipper closures. Interior pocket / sleeve for 15" laptop. Slight padding in back is made with 100% recycled polyester felt (made with recycled water bottles).

Size: 16.5"(L) x 12"(W) x 6"(D) / 22L 100% certified organic cotton 100% recycled polyester padding

This simple, classic
backpack is so much more
than the sum of its parts. It is made
entirely from recycled and organic
materials at a small, familyowned facility that is certified under
both the OCS (Organic Content
Standard) & GOTS (Global Organic
Textile Standard) - accreditations
requiring that rigorous social,
environmental and technical







MAUVE BP-MVPT-06



MINT BP-MINT-05



YELLOW BP-YLW-07



BLACK BP-OBLK-02



**BRICK RED** BP-RED-03



MID BLUE BP-BLUE-01



**SMOKE GREY** BP-SMK-04





### **FLUF:** SERIOUSLY SUSTAINABLE

There's always room for improvement and that's a central part of our mission: to perpetually seek to do better; to find ever more earth-friendly alternatives. In the meantime, these are a few of the things that we do.



### MATERIAL MATTERS: Natural and organic

We manufacture our products with 100% certified organic cotton because that means no pesticides, herbicides, or other chemical fertilizers. We are committed to replacing our polyester lining with a recycled rPET version in all products by the end of 2020. By 2021, all of our products will be made entirely from materials that are organic and / or recycled.



# HEALTH AND SAFETY: OBSESSED

We regularly perform extensive health, safety, and quality testing on all our products to make sure they're free of a whole range of nasties. Our products are independently certified to be free of BPA, phthalates, heavy metals, AZO and formaldehyde. We are also committed to safe and fair working conditions



### REUSABLES: AGAIN AND AGAIN

At Fluf, convenience and sustainability go hand-in-hand.

That means you can still enjoy the kind of ease-of-use that comes with disposable bags. Step 1: Fill with food.

Step 2: Seal. Step 3: Hit the road – but without all the waste. Kick the baggie habit with our reusable lunch, snack and sandwich bags.



### PACKAGING: REDUCED & RECYCLED

Ever feel like you're drowning in packaging? It may be because you are. At Fluf, we're committed to low-impact, minimal packaging. In fact, our products aren't really packaged at all. They come with just a simple paper, 100% recyclable hangtag.



# **GIVING BACK:** TAKING ACTION

We're pleased to support organizations that are working hard to make the world a better place. Organizations that empower young girls with quality education and the tools to do anything, are at the top of our list. We support Plan International's "Because I am a Girl" / Girl Power campaign, which aims to keep girls in school, out of unsafe marriages, and in control of their own futures.

