

Blowfish
MALIBU



2022 ECO GUIDE

ABOUT US

Blowfish Malibu was born when our founders teamed together to create a shoe brand that embodied the place they loved most: Malibu, California.

For every season since, Blowfish Malibu has delighted shoe lovers with comfortable, on-trend styles. The end goal for Blowfish Malibu is simple: make quality, fashionable shoes and sell them at affordable prices.

With our styles, we will always strive to capture the fresh, youthful spirit and casual living that is distinctively Southern California.

In addition to our main line of products, we also offer shoes that make a difference with our vegan and 4Earth by Blowfish Malibu collections.

Our vegan collection, launched in Spring of 2019, features styles that are officially registered vegan with the Vegan Society. We test all the components of the styles to ensure they are free of any animal products or by-products.

In Spring of 2020, we launched 4Earth by Blowfish Malibu, a division of the company that promises to find eco-friendly solutions. The Making Waves collection was the first to be introduced under 4Earth by Blowfish Malibu and features styles with uppers partially made from recycled plastic bottles, as well as insoles featuring BLOOM technology (they're made up of algae!).

We are proud to say that for every pair of 4Earth by Blowfish Malibu shoes sold, we donate \$1 to Oceana, the largest international organization dedicated solely to ocean conservation. With both of these collections, Blowfish Malibu is focused on being more conscious of the impact that we have on the environment.

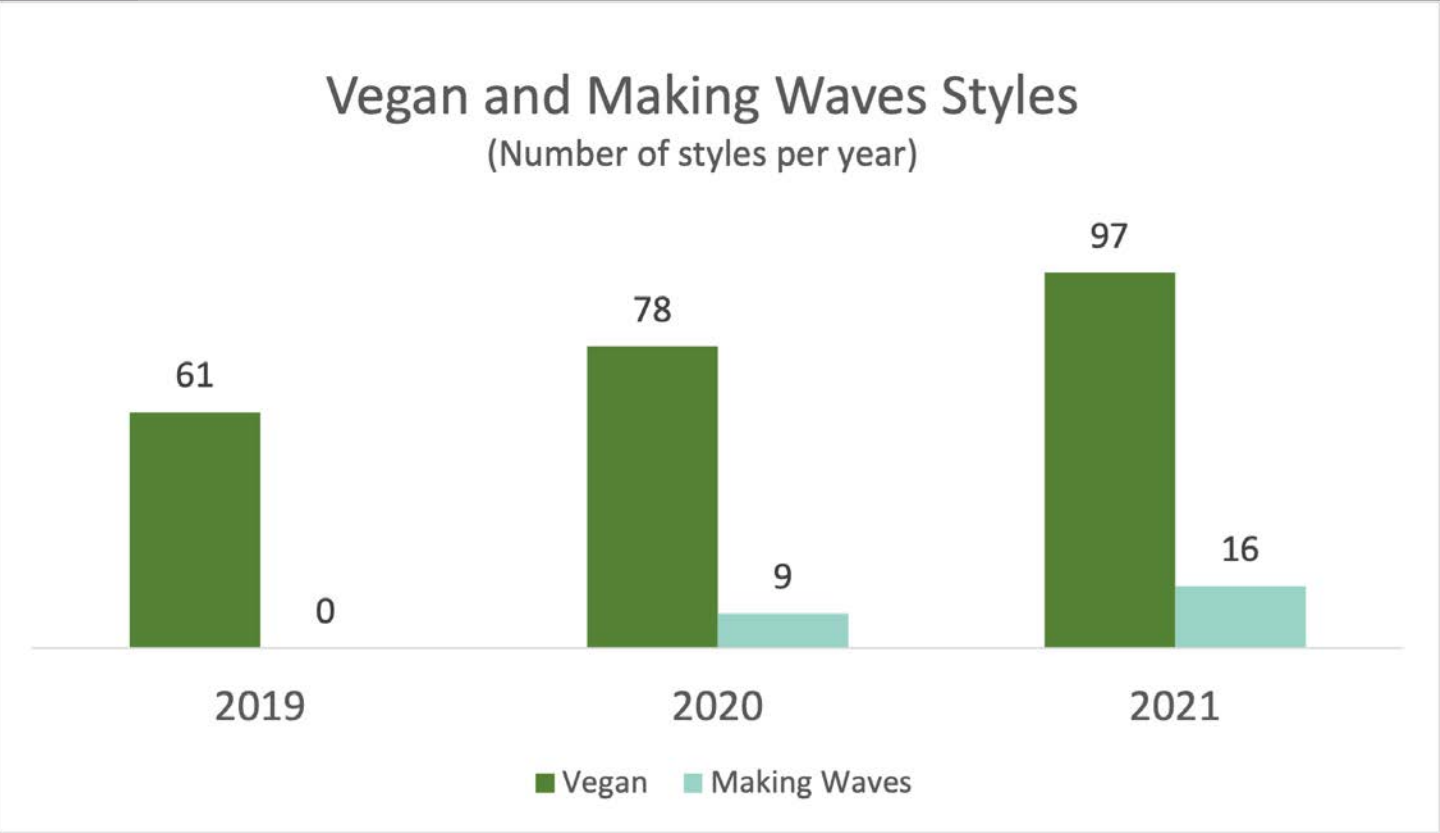




Blowfish Malibu was founded in 2007 and at the time, the collection was made of 100% leather. As the brand evolved and more eco-conscious materials were developed, our team of designers started to pivot the direction they wanted to take with the products we offered our customers. They realized they wanted to provide eco-friendly styles to the general public that were both fashionable and affordable.

Since that point, we've been able to incorporate a variety of uppers and other materials that are both innovative and good for the environment. The Spring/Summer 2018 collection was the last time Blowfish Malibu featured real leather and in Fall/Winter 2018, we officially introduced styles registered vegan with The Vegan Society. In 2019, 18% of our entire product line was considered vegan.

Today, we're proud to say that 25% of Blowfish Malibu products are officially registered vegan or made using recycled plastic bottles.





FALL / WINTER 2022

For the first time ever, the Blowfish Malibu collection offered in Europe is officially 100% vegan and half of the collection is made from partially recycled materials, such as plastic and algae.

In addition to this, some of the Blowfish Malibu products available in Europe also feature a new, low chemical alternative material called Water PU. The main benefit of Water PU is that it is composed with a significant reduction in a chemical called DMFa, which is known to cause cancer with factory workers.



4Earth™

by Blowfish Malibu



4Earth by Blowfish Malibu is our ongoing commitment to take a step in the right direction. We acknowledge the fact that an estimated 300 million pairs of shoes end up in landfills each year and admit we are part of that problem.

Through 4Earth by Blowfish Malibu, we will assess what we do from an environmental standpoint and re-evaluate the process of how we manufacture, market and design our product in the hopes that we can make substantial changes and limit our footprint on the planet. Additionally, we are proud to announce that we have greatly reduced the amount of plastic in our packaging.



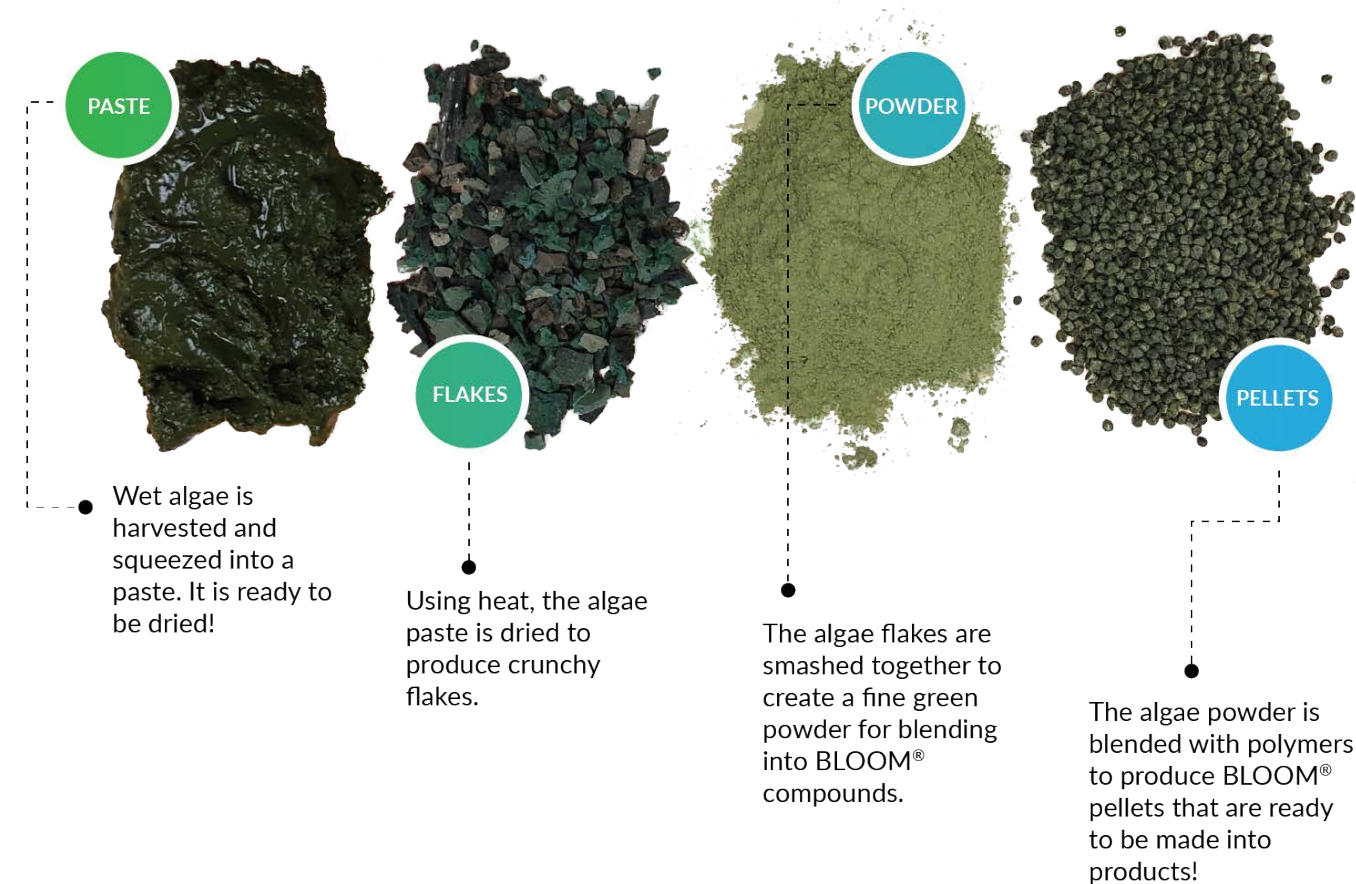
Introduced in the Spring of 2020, the Making Waves collection features shoes with uppers partially composed of recycled plastic bottles. This is just the beginning for us, and going forward, we promise to do our best to ensure Blowfish Malibu shoes are good for the planet, and good for your soul.

To learn more about 4Earth by Blowfish Malibu and the Making Waves campaign, visit: www.blowfishshoes.com/4earth



Starting in Autumn/Winter 2022, we're proud to say that 4Earth by Blowfish Malibu will use BLOOM pellets in the insoles for all of the shoes in the collection. This technology uses algae to create pellets that can then be used as a sustainable material in consumer products. For every 4Earth by Blowfish Malibu shoe containing a BLOOM insole, 25 liters of water will be cleaned and distributed back into the environment.

MATERIAL STAGES



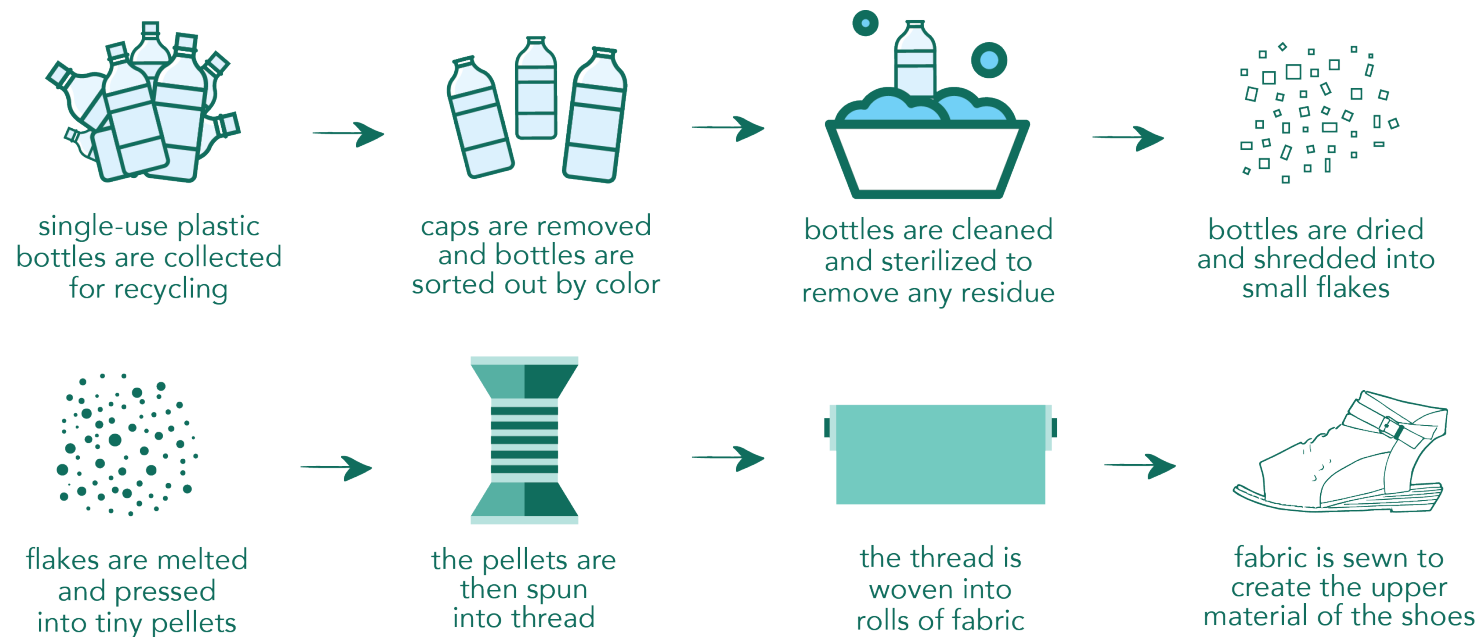
MAKING WAVES

40% of the materials used to make the uppers of our Making Waves collection contains repurposed plastic bottles. We are incredibly proud to say that as a result of the Making Waves collection, we have been able to repurpose over 850,000 bottles (and counting!)

As part of the Caleres family, we have valuable resources from the Caleres Sustainability team, which works closely with the FDRA to find the most sustainable products to ensure that our footwear is eco-friendly.

As a company, we strive to follow FDRA's Environmentally Preferred Materials (or EPM) Guide.

Learn more at: www.shoesustainability.com/epm



WHY

For our Customer

We believe it is important to set an example. By providing eco-friendly products to our customers, and educating them about why/how we do it, we hope that it'll inspire them to continue to shop in a more eco-conscious way. Going forward, we believe that it is important for affordable and fashionable eco-conscious options to be readily available to customers when they are shopping and purchasing footwear.

For our Environment

In 2019, an explorer found a plastic bag in the Mariana Trench, which is the deepest part of the ocean. If a small piece of plastic can reach such a remote location, there's clearly a problem. This inspired us to act.

We acknowledge the fact that an estimated 300 million pairs of shoes end up in landfills each year and admit that as a shoe company, we are part of that problem.

As a California brand with the beach being our backyard, it is vitally important for us to care for and clean our beaches and oceans.

GOALS

Source More Eco-Friendly Alternatives

Blowfish Malibu continues to source eco-friendly material alternatives outside of recycled plastic bottles.

Grow partnership with BLOOM

Since BLOOM offers solutions for many components of a shoe, our designers would like to continue working with BLOOM to come up with additional ways that they can evolve Blowfish Malibu products together.



We are proud to partner with OCEANA, the largest international advocacy organization dedicated solely to ocean conservation. OCEANA is a non-profit organization which seeks to make our oceans as rich, healthy, and abundant as they once were.

With this partnership, our brand is committed to providing OCEANA with a \$1 donation for every pair of 4Earth by Blowfish Malibu sold.

To date, we have donated over \$100k to OCEANA.

Watch OCEANA's 2021 victories [HERE](#).





MATERIALS

All components used in our vegan collection are free of any animal products or by-products including the glue and outsole. We execute man made materials and treatments to that all components are animal free, while still maintaining the quality, look and feel of the product so that no detail is spared.

All products are registered by the Vegan Society.

Remove Non-Vegan Materials

As a brand, we have moved away from animal products, such as wool and leather.

Test with The Vegan Society

Our shoes are tested with The Vegan Society to ensure there are no animal products or by-products, including the glue and outsole.

Research New Materials

Our design team is always investigating and learning about eco-conscious natural leathers
(for example: mushroom leather)
that do not fall into a harmful category.





We are proud to partner with The Vegan Society.

The founders of The Vegan Society created and defined the word 'vegan' in 1944, and since 1990 have been helping businesses demonstrate that their products meet this definition with the vegan Trademark. The trademark is used on labels worldwide as the authentic standard for products free from animal ingredients and animal testing.

Today, products must pass criteria to be eligible for registration. A dedicated and experienced team check each individual product application against the criteria, and query any potential inclusion of animal ingredients, including those not present in the final product. Working with manufacturers, audits for products at high-risk of cross contamination with animal ingredients are carried out to give vegan consumers further reassurance. The Vegan Society renews the registration of each product annually to ensure information is accurate and up to date.



The Vegan Society
CERTIFICATE OF REGISTRATION

This is to certify that

Blowfish, LLC

Has registered products or services meeting the Vegan Trademark criteria

Account Number

025449

Valid From

11/12/2021

Expiry Date

10/12/2023

Signature



Position

TRADEMARK





Registered Charity No. 279228 (England & Wales) SC049495 (Scotland)
Company Reg. No. 01468880
VAT Reg. No. 448597395

Trademark Department
Donald Watson House,
34-35 Ludgate Hill,
Birmingham, B3 3EH

+44(0)121 523 3750 (option 4)
trademark@vegansociety.com
vegansociety.com/trademark



THE VEGAN SOCIETY



QUALITY STANDARDS

Products must be entirely free of animal involvement, whether for the purposes of ingredients or animal testing.

NO ANIMAL INGREDIENTS

The development and/or the manufacture of the Product, and where applicable their ingredients, must not involve or have involved the use of any animal product, by-product or derivative.

NO ANIMAL TESTING

The development and/or manufacture of the Products, and where applicable their ingredients, must not involve or have involved, testing of any sort on (non-human) animals conducted at the initiative of the Licensee or on its behalf - whether by parent or sister company, subsidiary, sub-contractor, supplier or any other party.

NO CROSS CONTAMINATION

Any potential cross-contamination with animal-derived ingredients must be prevented as far as is practical and possible. Surfaces and utensils must be thoroughly cleaned down prior to being used for a vegan production line.



WHY

For the Animals

Avoiding animal products is the main way you can take a stand against animal cruelty and animal exploitation everywhere.

By going vegan for a month, you would save 30 animal lives (*Oxford University*)
Animal agriculture is the leading cause of species extinction, water pollution, habitat destruction (*World Animal Foundation*)

For the Planet (lowering our CO2)

One of the most effective ways to lower your carbon footprint is to avoid all animal products. Vegan leather alternatives, like PU, have less of an impact on the planet.

By going vegan for a month, you would save 620 pounds of harmful carbon dioxide emissions and 33,481 gallons of water (*Oxford University*)

Animal agribusiness occupies about 40% of Earth's landmass and accounts for 75% of global deforestation (*World Animal Foundation*)

Emissions from livestock account for about 14.5 percent of total greenhouse gas emissions, globally, and roughly two thirds of those emissions come from cattle — mostly from methane burped by cows, growing feed and clearing land for grazing and feed crops (*InsideClimateNews.org*).

GOALS

Eco-Friendly Materials

We strive to add more eco-friendly materials to our collection, such as Water PU.

Increase Awareness

We aim to continue to increase awareness around benefits of going faux (vegan). It is important to spread the word by working with other vegan brands and organizations, such as The Vegan Society and PETA.

More Vegan Options

We will continue to service our customer by offering fashionable and affordable leather alternatives. In our minds, vegan and cruelty-free options are the best way to go!

ANIMAL LEATHER VS. PU

By switching from using animal leathers to vegan leathers in our products, we are making a direct impact on preserving our planet



JOIN US!

There are no perfect solutions, but as a brand, Blowfish Malibu aims to take a step in the right direction.

Reach out to marketing1@blowfishshoes.com for more info on our 4Earth project and our Eco Guide.



WWW.BLOWFISHSHOES.COM/4EARTH



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