



CLOSING THE CIRCULAR ECONOMY LOOP FOR SOFT PLASTIC RECYCLING

THE SHRINKER! SMALLER PLASTIC. **BIGGER IMPACT.**





WHY DON'T AUSSIES RECYCLE MORE SOFT PLASTIC?

Lack of space **inside the home** is the
largest barrier to recycling

*Wholly Shrink! Behaviour Change Survey

70%

COMPRESSION



- Built to last
- Manufactured NSW iQRenew
- From Australian GRS feedstock
- Available April 2027

1-2 weeks soft plastic for an average household.

THE RESULTS SPEAK FOR THEMSELVES.



UNCOMPRESSED

Higher risk of contamination at
home & at supermarket drop off



COMPRESSED

Lower risk of contamination

CUSTOMER BEHAVIOURAL CHANGE SURVEY

JULY 2025

AUSTRALIA, NEW ZEALAND, UK

Large return on investment for
Australian councils

AUSTRALIAN KEY RESULTS

The Shrinker! is driving real behaviour change, reducing waste and boosting recycling participation across Australian households.



INFLUENCE ON STARTING
SOFT PLASTIC RECYCLING

85%

of people new to recycling
soft plastics say **The
Shrinker!** was an important
influence



INCREASED RECYCLING
BEHAVIOUR

40%

of households using
The Shrinker! say the
number of people in
their household who
recycle **has increased**

61
%

of households using
The Shrinker! recycle
more soft plastic than
they used to



LESS WASTE
TO LANDFILL

61%

of households using The
Shrinker! have **saved more than
20%** in their landfill bin

37%

of households have saved
more than 40%



ENCOURAGES COUNCIL
KERBSIDE RECYCLING
PARTICIPATION

89%

say The Shrinker! was
extremely helpful or very
helpful to encourage
council kerbside recycling
participation

ACROSS UK, NZ & AUSTRALIA

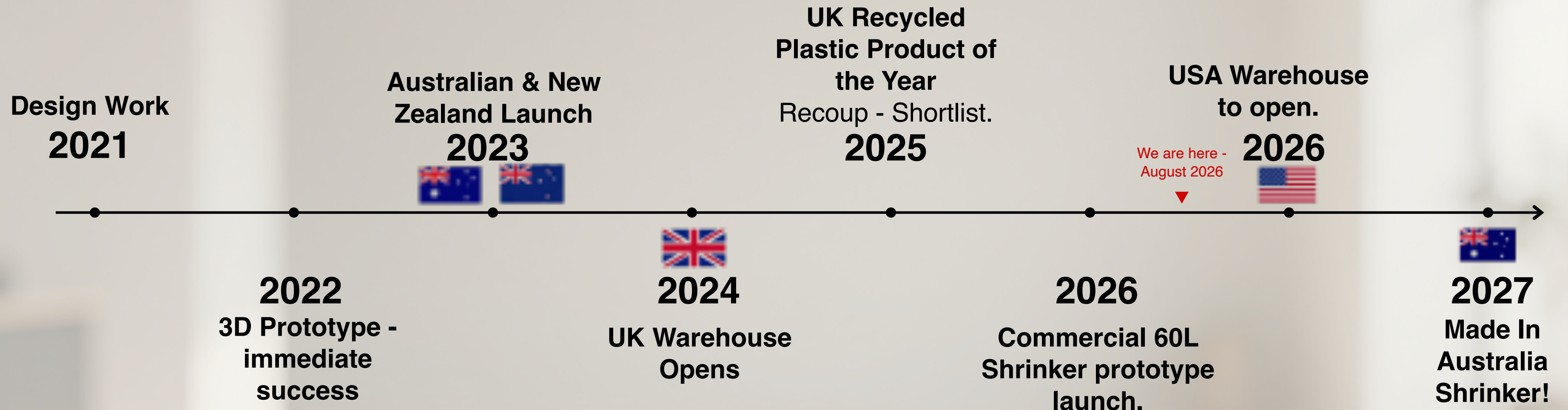


THE SHRINKER! SMALLER PLASTIC. **BIGGER IMPACT.**

SMALL CHANGE.
BIG DIFFERENCE.

OUR JOURNEY

From idea to impact — building trust, delivering quality, and creating solutions that last.



As Featured In



30k units sold

Rated 4.9/5



PRE-ORDER 5,000 UNITS.

BUILD AUSTRALIA. LEAD LOCALLY.

Let's invest in Australian manufacturing and create a circular economy together.



1. THE ASK OF YOU

5,000 UNIT PRE-ORDER

Collective pre-order of 5,000 units required to give confidence that a **Made In Australia Shrinker!** is important to councils & residents



This will allow investment in new moulds for Australian manufacturing



2. AUSSIE MANUFACTURING

BUILDS A CIRCULAR ECONOMY AND CREATES MARKET DEMAND

- ✓ Every Shrinker! uses 500 grams of Australian soft plastic
- ✓ Increases both the supply of soft plastic into the recycling process & the demand for the recycled output
- ✓ Full traceability from council to Shrinker
- ✓ Global export opportunity for Aussie soft plastic



3. BUILT FOR COUNCILS.

BUILT FOR COMMUNITIES.

- ✓ Quality product
- ✓ Proven benefits
- ✓ Aus Recycled Plastic
- ✓ Supplier secured
- ✓ Aus Manufacturer Ready
- ✓ Aligned to Soft plastic Stewardship Australia
- ✓ Less waste to landfill
- ✓ Increased recycling
- ✓ Future looking councils

TARGET Q1/Q2 2027 SUBJECT TO PRE-ORDERS



4. THE IMPACT. THE NEXT STEP.



STRONGER
CIRCULAR
ECONOMY



AUSTRALIAN
MANUFACTURING
JOBS



MEETING
COMMUNITY
DEMAND



EXPORT
OPPORTUNITIES
FOR AUSTRALIA



LET'S LOCK IN 5,000 UNITS AND BUILD A SUSTAINABLE FUTURE—TOGETHER.

OUR CUSTOMERS LOVE THE SHRINKER!

Rated 4.98/5

Works exactly as described, easy to use. Amazing to see how much fits in there, it's great fun. Thanks guys, great little invention.

The Wholly Shrink is brilliant!! So easy to set up and use. I'm so surprised by the amount of soft plastic we are able to fit in. Our general waste was much less this fortnight. 10/10 would recommend.

I am amazed at how well this compacts my plastic, and it fits nicely where I collect the plastic so it doesn't take up any extra space either.

I love it! It is practical, compact and extremely useful. But best of all - I really like using it!

Excellent product that fills a gap in the market. Should be one in every household.

Does exactly what it claims to! It takes an amazing amount of plastic, and takes up very little space on the countertop. Simple to use, couldn't be happier!

Brilliant product, lives on the bench.

I love my Shrinker! As an avid plastic recycler I'm sad to say I find it exciting.

Easy to use, and has freed up loads of storage space!

See our reviews at whollyshrink.com.au



Keeping in Touch
WAYS TO CATCH UP

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