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#MAKE THE WORLD BETTER OKIA GOES GREENER WITH A DEDICATED WEBSITE AND NEW SUSTAINABLE MATERIALS

OKIA - the Hong Kong-based eyewear company recognized worldwide for its patented HDA® Technology – keeps up its effort to build a more sustainable future of the eyewear industry.

In order to increase customers' sensitivity to nature and collect attention towards eco-friendly products, OKIA recently launched the www.sustainability.okia.com website, dedicated entirely to its green solutions. Properties and advantages of each sustainable product by OKIA are illustrated there in detail using all-new graphics and in combination with facts and figures about worldwide pollution and interesting tips about how to try to make the world better and to save the environment.

Besides the green products Reshape and Bio Lens that were launched at Mido, this fresh, eye-catching website showcases **two new sustainable materials** developed by OKIA: "BD8 – Bio Plastics" and "Bio Polybag".

"BD8 – Bio Plastics" is a **100% bio-degradable plastics which can be naturally broken into carbon, water and bio mass**. In a world where approximately 8 million pieces of plastic pollution find their way into the oceans every day, "BD8 – Bio Plastics" offers an eco-friendly solution: millions or even billions of eyewear and other products can be made of a bio-degradable plastics which can be absorbed by the organisms and enrich the soil on decomposition. "BD8 – Bio Plastics" is **lightweight, durable, crystal clear, hypoallergenic and good for any colors, designs or patterns**.

One of the BD8 products is **"Bio Polybag"**, a **bio-degradable plastic eyewear bag which can be naturally broken down in 5 years**. With a **high tensile and impact strength**, this **crystal clear** product comes as the best alternative to oxo-degradable plastic eyewear bags, as it can completely biodegrade into carbon, water and bio mass without leaving any plastic fragments behind.

"Consumers are increasingly seeking more nature-friendly products, and looking to brands to demonstrate their sustainability credentials", comments Jacky Lam, Managing Director at OKIA. "Millennials are increasing their spending on green products, so we need and - above all - want to help the planet through our innovations and spread the word as much as possible. Over the past 50 years, world plastic production has doubled: if we don't find any alternatives now, the eco-system will be heavily damaged with irreparable consequences."



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