



PRESS PACK

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WELCOME TO THE WORLD OF

THE **SEARIAL** **CLEANERS**

THEIR MISSION ? ***TO SAVE SHORELINES***



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CONTENTS

Press Release	3
The Searial Cleaners : a fun identity, an offbeat impactful message	4
BeBot, the beach cleaning robot, is the first in The Searial Cleaners product line.	5
The threshold for a clean beach is fewer than 20 items of washed up marine debris per every 100 metres of shoreline, according to the EU	6
Poralu Marine leads the world in picking up shoreline waste	7
The Searial Cleaners is an eco-innovative range of products which overhauls the shoreline and aims to restore the environment to its pristine origins	9

PRESS RELEASE

PORALU MARINE INCREASES ITS PRESENCE IN THE ENVIRONMENTAL PROTECTION DOMAIN WITH THE LAUNCH OF THE SEARIAL CLEANERS, THE FIRST EVER RANGE OF SHORELINE WASTE COLLECTORS.

The world leader in the management, design and manufacture of aluminium marinas, Poralu Marine, as part of its commitment to environmental protection, launches **The Searial Cleaners** the world's first range of shoreline waste collectors. Through this innovative range of solutions, the company strengthens its position as a socially responsible economic player that is committed to the conservation of lakeside and maritime coastline environments.

18 September 2020, the European Union set a threshold for washed up marine waste on beaches: fewer than 20 items of debris every 100 metres. Under this threshold, the beach is considered to be in good ecological condition. The Union is now asking member states to roll out strategies for the protection of the marine environment and has set a concrete objective for beaches, drawn up in compliance with the Marine Strategy Framework Directive.

In this context, Poralu Marine, the world's leading manager, designer and manufacturer of aluminium marinas launched **The Searial Cleaners**, the first range of shoreline waste collectors. For 35 years the company has been an active player in the territorial development of natural shorelines, making them more accessible to people. The quality and the neutrality of Poralu Marine's products are part of its DNA and bear witness to the company's consideration of the direct impact of human activity on these fragile zones. For several years it has observed how littoral zones, or shorelines, have been increasingly damaged with the passing of time.

With the development of this first range of products, Poralu Marine meets a central requirement of local authorities and private companies: integrate environmental protection with land and marine development policies. The company is therefore engaged in restoring shores so that humans can go on living in a conserved environment. By the same token, Poralu Marine strengthens its position as a responsible economic player that is committed to the preservation of lake and maritime shoreline environments. Its ambition is to become the leader in shoreline litter collection.

The group's communication policy is fun, daring and slightly offbeat, showing the company's capacity to have a real impact on maritime pollution and to change things by achieving results on a large scale. To this end, the range of innovative and eco-friendly complementary products is represented by a range of super products that are ready to take on this worldwide challenge.

Each product has features enabling it to collect solid and liquid waste, both in water and on different types of terrain. Together they form a team of superheroes. **The Searial Cleaners**, the first of which, known as BeBot, is already being marketed throughout the world via Poralu Marine's distribution network of products and services. It is a beach cleaning robot that is remotely controlled and moves over sandy beaches to meticulously clean them.

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PORALU
MARINE

THE SEARIAL CLEANERS

A FUN IDENTITY, AN OFFBEAT IMPACTFUL MESSAGE

Poralu Marine's development teams wanted to inject some fun into these shore waste collectors and to highlight the level of imagination used to design the machines, therefore they decided to build the range's image around the fantasy world of superheroes. This unique approach aligns with the company's scope while respecting industrial and human values that mark the organic identity of the business.

In the context of a health crisis, the company sought positive messages.

1. Positive because the communication is joyful and innovative to distract from a generally worrisome context.
2. And positive because the communication focuses on an action that offers a concrete solution with positive results. Rather than adopting the type of scaremongering scenario that is often invoked by the sector when referring to shoreline pollution, this communication creates the concept of a "dream" environment protected from pollution and boasting high quality water and rich biodiversity.

*"Why use superheroes? Each product's role is to create healthy desirable environments and to protect natural environments throughout the world. To meet this major challenge each product has specific exclusive features and functions: these are the product's superpowers. Each product also has its own field of action: the sea, the beach, marinas, lakesides and so on. Together they form a team of superheroes known as **The Searial Cleaners**", explained **Léa Carminati**, Marketing Manager at Poralu Marine.*

THE PRODUCTS ARE PERSONIFIED



In the team, the first product has been named BeBot, an abbreviation of **BEach roBOT**. To highlight its superhero dimension, the B badge is incorporated as part of the logo.

A floating drone will soon join BeBot. Its name? **PixieDrone**! A true flying pixie with magical powers. It moves at the surface of water to capture floating waste, while cleaning and analyzing the quality of water. No waste can escape!



The third superhero of the team is called **InvisiBubble**. Preventive and tireless, this majestic bubble barrier purifies water, deflects debris, isolates hydrocarbons and preserves fauna!

The three super products will be joined soon by **X-Boat**, the extraordinary waste collecting boat!





BEBOT, THE BEACH CLEANING ROBOT, IS THE FIRST IN THE SEARIAL CLEANERS PRODUCT LINE

If you need a beach cleaner, just ask for **BeBot** from **The Searial Cleaners** range. This robot cleans beaches to meet an essential environmental need and drastically simplifies the daily chore. Poralu Marine has developed a product that is perfectly adapted to its clients' business concerns.

Not only does BeBot help protect the environment, but it does so without polluting: it is the only fully electric beach cleaner on the market, using both batteries and solar panels. It therefore emits no greenhouse gases.

Thanks to its technology, widely acclaimed by the scientific community, it protects fauna buried under the sand, notably turtle eggs. It helps prevent beach erosion and does not weaken beach subsoils.

To fine clean the sand, the cleaner robot is steered by remote control, which helps protect both the user and the environment. This silent multi-purpose robot can pull loads of up to 1000 kg or be fitted with a trailer to transport parasols, deckchairs, and so on. Both easy to use and autonomous, the robot greatly facilitates the work of its users.

BeBot is very quiet and can move around cleaning all day on the beach without disturbing tourists, boaters and people working on the beach.

As part of a framework agreement with the Italian company Niteko, Poralu Marine manufactures, markets and distributes this product throughout the world via a well-established network of partners on every continent.

THE THRESHOLD FOR A CLEAN BEACH IS FEWER THAN 20 ITEMS OF WASHED UP MARINE DEBRIS PER EVERY 100 METRES OF SHORELINE, ACCORDING TO THE EU

On September 18th 2020, the European Union fixed a threshold for washed up marine litter on beaches: fewer than 20 items of litter every 100 metres. Below this threshold, the beach is considered to be in good ecological condition. The Union is now asking member states to roll out strategies for the protection of the marine environment and has set a concrete objective for beaches, drawn up in compliance with the directive “*Marine Strategy Framework Directive*”.

Marine litter is defined as any waste that is thrown or present in the marine environment and found on beaches or in water. Micro plastics are also considered litter. Approximately 80% of marine litter comes from terrestrial activities and about 20% from maritime activities such as transport, fishing, and aquaculture.

The European Union report stated that 85% of beaches in Europe exceed the approved threshold of 20 pieces of litter per 100 metres. Many actually have more than 300 bits per 100 metres. About 90% of litter is plastic waste. This pollutes beaches and deteriorates the flora and fauna.

SHORELINES: HIGHLY FRAGILE ZONES

Shoreline, or the littoral zone, is the area where land and water meet, whether the water is sea, a lake or running water. At the interface of the land and water, the littoral zone is the last region where man can easily, efficiently and relatively cheaply intercept and pick-up litter before it is swept off to sea or to the ocean.

The littoral zone is also a natural receptacle for waste from both human and nature’s activity. Matter is naturally transported along streams and rivers to the littoral zone, which is an area of rich biodiversity.

Therefore, the nearshore, which is the border zone between land and water, is subject to the combined effect of natural processes and human activity.

Washed away by water, 90% of garbage in the sea comes from littoral areas. It is therefore essential to focus our efforts on this strategic area by finding innovative technical solutions for collecting waste along the shore.



PORALU MARINE LEADS THE WORLD IN PICKING UP SHORELINE WASTE

The shoreline is the place where Poralu Marine has been active since the company was first established some 35 years ago. As part of its territorial development projects, Poralu Marine makes natural port and shoreline areas more accessible to men with its knowhow converging in core activities:

- » Design, installation, operation, and management of marinas;
- » Floating urban developments;
- » Design, manufacture and installation of subaquatic anchoring solutions, aluminium walkways and bridges and floating solutions for sunfarms.

Through these activities, which it has been supplying on all continents for many years, the company is well aware of the direct impact of human activity on shores. The Poralu Marine team has witnessed that as the years pass, these exposed zones are increasingly damaged. Convinced that the ecological impact of its activities is an important factor to be integrated in its development, Poralu Marine is now building its business model on respecting nature and humanity.

To this end, Poralu Marine has greatly improved the quality and neutrality of its products but is determined to reinforce its commitment to conserving shores as these are subject to the consequences of human activity and natural processes between land and sea.

Within the new European environmental guidelines, and to guarantee a protected environment, Poralu Marine is launching its first range of products for the collection of waste from littoral zones, **The Searial Cleaners**.

These solutions are a response to certain environmental issues as well as to the challenges and needs of local authorities and private businesses: the reduction of land and maritime pollution. The group stands out because it offers a complete range of complementary products, which are innovative and environmentally friendly, for the collection of solid and liquid waste from water and from different types of terrain.

Each product has been designed and developed in coordination with partner companies, which were selected because their values align with those of Poralu Marine and because of the attention they pay to environmental protection.





PORALU MARINE'S AMBITION IS TO BECOME THE LEADER IN PICKING UP WASTE FROM SHORELINES

The launch of **The Searial Cleaners** range is another step in Poralu Marine's on-going commitment to global environmental performance. For years now the group's ambition has been to become the world's leading player in the collection of waste from shorelines by finding solutions for picking up solid and liquid waste, whether it is in ports, water or on the water's edge.

"Poralu Marine, as a socially responsible company, has the capacity to make the world a better place and wants to act positively in the environment. We realize we must help protect our surroundings so

that men and women can continue to live in harmony with their ecosystems, while enabling controlled reasonable development for their homelife, business life and leisure activities", explained **Jean Devictor**, Director of development at Poralu Marine.

The ecological impact of the company is a major variable that is fully integrated in the group's overall performance strategy, in innovative ecological projects with high environmental potential (about 5% of turnover on R&D).

THE SEARIAL CLEANERS IS AN ECO-INNOVATIVE RANGE OF PRODUCTS WHICH OVERHAULS THE SHORELINE AND AIMS TO RESTORE THE ENVIRONMENT TO ITS PRISTINE ORIGINS

*“With the development of the products in **The Searial Cleaners** range for these fragile littoral zones, we are committed to preserving unique ecosystems. The specificity of products that we are putting on the market is their eco-innovativeness: they move, clean and collect trash while respecting the ecosystems in which they operate”, said Léa Carminati.*

THE SEARIAL CLEANERS RANGE

Poralu Marine proposes a range of solutions built around core products, like the beach robot BeBot. The mission of **The Searial Cleaners** is to restore our shorelines so we can live in a protected environment.

After having identified existing products on the market, Poralu Marine realized that waste collecting machines were largely unknown and that existing solutions targeted a single type of treatment dedicated to one type of environment.

The company therefore set about innovating a complete range of complementary products, for the collection of solid and liquid waste, in water and on different types of ground. Three innovative green products will be rolled out in 2020 and 2021, soon be joined by X-boat to complete the range.

Each product was designed to respond to the specificities of a particular type of terrain and waste and will therefore have tailored functionalities and features specific to that situation. The objective is to offer new solutions for each new need. All these products are complementary and will offer a global solution to the problem of litter along shorelines:

- » A beach cleaning robot: BeBot;
- » A floating drone which captures floating waste: PixieDrone;
- » A bubble barrier to purify water and deflect debris: InvisiBubble;
- » A waste collecting boat will join the team soon: X-Boat.

PORALU MARINE, PROMOTER OF INNOVATIONS AND BUSINESS ANGEL

Poralu Marine, as a multi-site industry, regularly works with startups and new initiatives promoting innovative green projects related to the protection of the maritime environment.

This is how **The Searial Cleaners** were launched. The company actively supports meaningful projects and works with partners who share the same values. Poralu Marine’s understanding of markets, as well as their clients with unique challenges and needs, enables it to support the development of targeted innovative concepts. Poralu Marine has the capacity to industrialize a concept, market it internationally through its distribution network and manage after-sales support while ensuring products are fully compliant at every level.

“We are convinced that our industrial added-value lies in our capacity to make technology help the environment and improve the quality of life for all. Taking part in innovative projects that improve daily life, supporting tomorrow’s inventors and entrepreneurs, also means being humble and caring. By making businesses serve people, we create an amazing opportunity to experience a unique humane entrepreneurial adventure”, said Léa Carminati.

ABOUT PORALU MARINE

Developing unique solutions and capital equipment for pleasure boats is the core business of Poralu Marine, which has designed, built and installed more than 8,000 port facilities around the world, making it the leading specialist in the design and construction of aluminium structures. From this expertise in sustainable equipment, Poralu Marine is constantly innovating, with the launch of land-based gangways, environmentally-friendly anchoring solutions, floating waste bins... The group's various brands – Poralu Marine, Nautiscaphe, Poralu Bridge, Rotax, WPS, EDDS – work in complement to each other for the constant renewal of a product range that respects our surrounding natural environment and those who work to preserve it. In 2020, Poralu Marine revolutionized its core business by launching a Marina Management & Consulting. The company therefore moved on from being manufacturer to designer, manager, and investor. In 2021, Poralu Marine increases its presence in the environmental protection domain with the launch of **The Searial Cleaners**, the first ever range of beach waste collectors.

Established in 1982 and headquartered in Port (Ain department), Poralu Marine employs 150 staff.

FOR FURTHER INFORMATION

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