

The image features a variety of green foliage arranged around the word 'para'. In the top left, there are several long, thin palm fronds. To their right are a few broad, ovate leaves. On the right side, a large, deeply lobed leaf is prominent. Below it, another palm frond is visible. In the bottom left, there is a large, dark green, deeply lobed leaf. Next to it is a single, elongated, lanceolate leaf. At the bottom center, there is a single, long, thin leaf. To the right of that is a large, ovate leaf with a yellowish-green tint. Finally, in the bottom right corner, there is another palm frond. The word 'para' is centered in the middle of the image in a black, lowercase, sans-serif font.

para

YOUR NEW ECO-EXPERIENCE

“I didn’t design a product, but life cycle” is the first phase from Orakarn Sayatanan, the founder and designer of para that have a vision to value what Thailand have in a way of **environmentally friendly** under **simply innovative design**. In order to do so, I think about all material inputs and energy use of a product during its whole life cycle. Para is the brand that works with environmentally-responsible components and fully recyclable packaging.



TREE-IN-ONE

Tree-In-One is the first product collection of para. As an eco-minded brand, one of responsibilities is to find the perfect material for **eco-conscious** consumers through **sustainable design**. A design concept of Tree-In-One aims to encourage you to **reuse** wine bottles with the green experience in form of drinking storage with the functions that meet your need.



INNOVATIVE FUNCTION

The design allows you to contain a variety of beverages and fill any homemade juices easily as a **smart funnel** then, turns to be a **vacuum stopper**. A shape and form of Tree-In-One was designed to be a **perfect pourer**, solve problem when you pour juices or beverages from one container into another it splashes out that it always stays dry and clean. The product is **safe for the fridge** so, it is perfect for any iced beverages.



MADE OF 100% NATURAL RUBBER

Natural rubber is originally derived from latex found in the sap of rubber trees from **Thailand**, the first largest producer of natural rubber in the world. Processing natural rubber is one of the most complex agricultural industries. Firstly, the latex is processed into a liquid concentrate by removing some of the water and increasing the rubber content by creaming method. Then, they are coagulated with acid before pressed into sheets through a system of rollers and dried in smoke houses. Finally, to make the product, the mix is shaped by placing it in a heated mold. The process combines botany, chemistry, and machinery of the people who harvest the trees. **Tree-In-One is the first time** of natural rubber production for **food-grade products**.



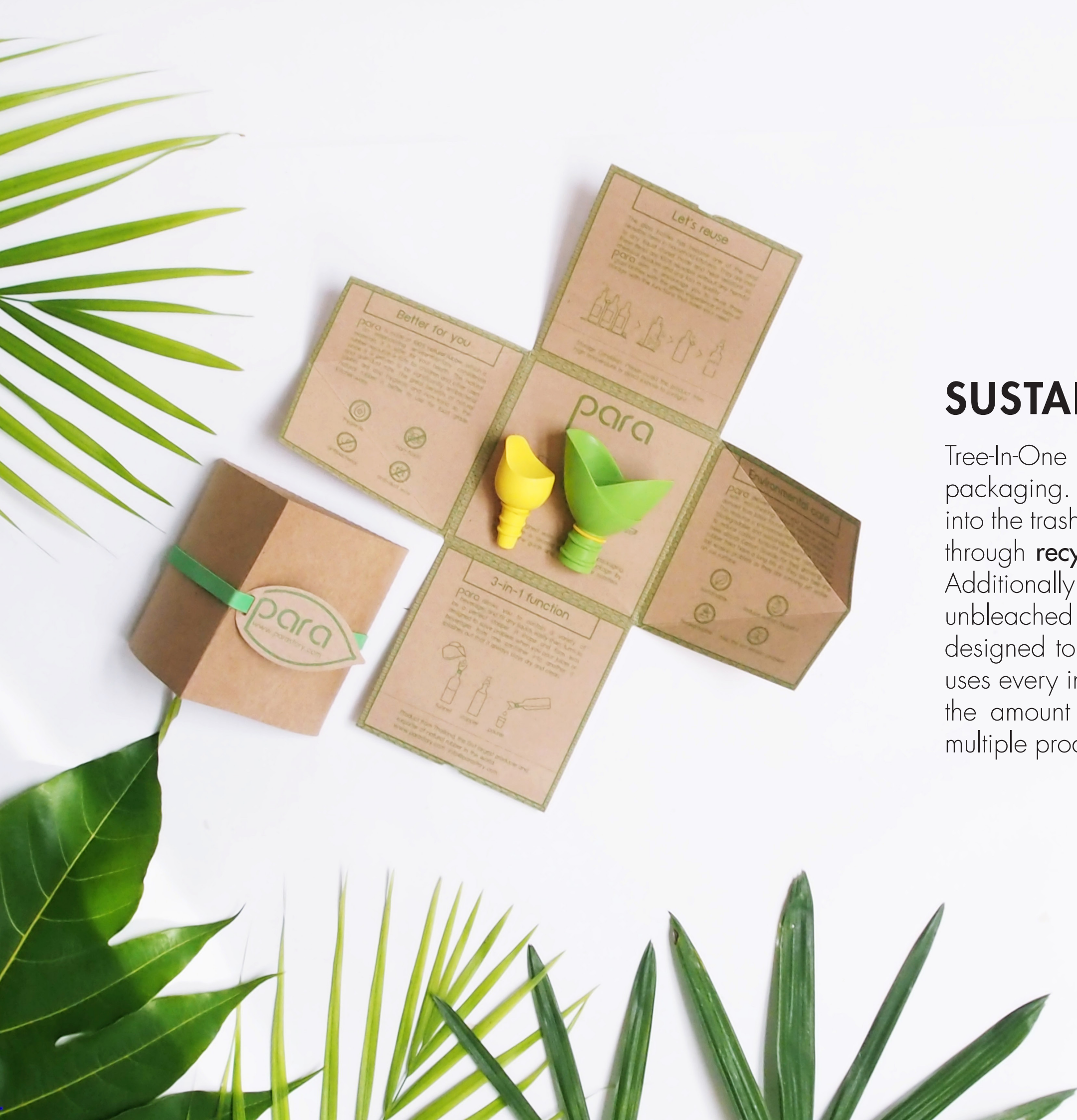


ENVIRONMENTALLY FRIENDLY

Natural rubber is a **biodegradable and sustainable** resource. They help us to **reduce carbon footprint** since natural rubber trees absorb Carbon Dioxide for their growing. They also help the soil erosion problem by running off water on soil surface.

100% NON-TOXIC

Natural rubber is safer for your health since it is proven to be antibacterial, anti-dust mite, hygienic and 100% non-toxic so, the natural rubber is better to use for food grade product.



SUSTAINABLE PACKAGING

Tree-In-One is designed with fully recyclable packaging. After you open it, nothing ever goes into the trash. The packaging receives a second life through **recycling**, which in turn form the coasters. Additionally the packaging is made from a kraft unbleached paper **without glue**. The pattern is designed to **save paper** in a printing process and uses every inch of white space possible. To reduce the amount of the space required to safely ship multiple products, I dreamed up a **modular system**.



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