

# OPUS INNOVATIONS LIMITED

MEMBERS OF SUSSEX CHAMBER OF COMMERCE



## CHAMBER BUSINESS AWARDS

### CELEBRATING BUSINESSES

#### ONE STORY AT A TIME

*“On seeing the colossal amount of virgin plastic being generated to cater for the growing demand of sanitisers, Opus decided to launch a product that put people and planet before profit”*

Opus Innovations is a healthcare products company focussed on launching innovative and sustainable solutions. Opus has won local awards as a result of its determination to develop and sell its revolutionary and multi-award-winning eco-sanitiser 'AQUAINT' internationally.

In May 2018 Opus identified a gap in the wet wipes market as the vast majority of wipes contain high levels of plastic. In just six months Opus launched its own brand of 'My Happy Planet' wipes, which are 100% biodegradable, 100% home compostable and 100% plastic-free. They are ultra-pure and are made from FSC certified wood pulp. In 2019 they were named 'Best New Mother & Baby Product' at the Natural & Organic Europe Awards 2019.

In early 2020, on seeing the colossal amount of virgin plastic being generated to cater for the growing demand of sanitisers, Opus decided to launch a product that put people and planet before profit. Their My Happy Planet 70% Alcohol hand sanitiser utilises food grade 100% Prevented Ocean Plastic bottles. Millions of sanitisers have hit the market, and to their knowledge **all** are sold in virgin plastic bottles apart from their product. Not only is their product made from 100% recycled plastic, it's made from Prevented Ocean Plastic, which is plastic recovered from coastlines at risk of plastic pollution. Furthermore, the plastic is certified by Ocean Cycle and can be traced back to the coastlines where the plastic was removed from. They also developed a refilling station at their premises to allow local companies and individuals to bring in their empty sanitiser containers and Opus will refill them to allow reuse rather than unnecessarily disposing of them. The idea is to promote their REUSE - REFILL - REDUCE - RECYCLE concept.

In 2021, they launched GenieWipes - small, dry compressed wipes. Add a small amount of water and they expand into an extra-large premium reusable wipe. They are 100% plant-based viscose, biodegradable, compostable, plastic-free, chemical and preservative-free, fragrance-free, natural, vegan and hypoallergenic. In September 2021 they won 'Best New Personal Care product' at the Natural & Organic Europe 2021 Awards.

Opus' MD Bola Lafe is a Freeman of The Company of Entrepreneurs and sits on their education committee where he takes the lead on sustainability-related subjects, is a school ambassador / mentor and is leading the Company's Climate Action Strategy. In 2019 he was named as one of the Best Sustainable Entrepreneurs by Sublime magazine and in 2020 Opus was named as a 'Company of the Year' in the 'Gamechangers 2020 Awards'. Bola's passion for sustainability led him to recently write a children's book about plastic pollution, as he is of the very firm opinion that we need to educate our children from a very young age about our responsibilities to the planet and to make this attitude an inherent part of their DNA. Both Sir David Attenborough and Sir Richard Branson have agreed to be featured in Bola's book.

They will continue to innovate and launch new sustainable products.

