

# MOYU in a nutshell

**Erasable stone paper notebooks made to hack away at single-use paper and reforest the planet.**

Did you know the paper industry is the 3rd industrial polluter responsible for 7% of yearly CO2 - ahead of the airline industry - and 17% of all deforestation? It directly contributes to increasing infertile soil & shrinking biodiversity.

Most people love to take notes or doodle on paper. The demand for new notebooks encourages the paper industry to produce single-use paper like there is no tomorrow.

Last time we checked, 30 football fields worth of forest are cleared every single minute. If you do the math, that's 15 billion trees a year. Just pause and let it sink for a second. Shocking, we know!

That's why used stone paper to reimagine traditional notebooks into beautifully designed tools to hack away at single-use paper.

MOYUs are erasable stone paper notebooks offering a real pen on paper writing experience with extra magical powers:

- Rewritable up to 500 times
- Water & tear resistant
- 100% recyclable paper

The beauty of MOYUs is that, compared to traditional notebooks, they have unparalleled eco-friendliness and exceptional durability, making them the environmentally sound choice for a sustainable future.

We didn't stop there. We decided that more is needed to stand up against deforestation. And by more, we mean contributing to reforestation efforts around the world. That's why we plant one tree for every MOYU sold.

We believe our notebooks and actions will inspire others to change their writing habits and actively promote the need to hack away at single-use paper and reforest our planet.

What do you say? Can you see yourself as a pioneer in the paper industry, a guardian of the forest, or a reusable paper champion of the world?

Grab a MOYU and get in the business of reforesting the planet!  
#stonepaperwarriors #wipeformore



**Media contact**  
**Roel Schatorjé**  
C-Tree-O  
invest@moyu.rocks  
+316 21962082

**MOYU**  
Wenckebachweg  
144, 1114 AD  
Amsterdam