瓶中樹 TRASH FOR TREES

Ever wonder where the bottle goes after our daily use of shampoo? Take salon shampoo plastic bottles for example; they’re all completely non-recyclable. In Taiwan, the volume of the waste bottles so far is enough to fill up a thousand football fields. What happens if each bottle can turn into a tree? This thought started to grow in the mind of Steven Ko, founder of the O’right Cosmetic Group. Having spent more than a year in research and development, his team found that biodegradable corn starch is the perfect material for shampoo bottles.

每天都會用到的洗髮精，很少人會想到用完以後，瓶子到哪去了呢？以一般髮廊最常使用的洗髮精400ml塑膠瓶來說，用完即丟，無法回收，經年累月使用下，這些塑膠瓶垃圾足以將台灣最知名的日月潭—等於1000個足球場大--化為死湖。如果一個瓶子可以換一棵樹呢？這個想法，在美妝產品歐萊德公司創辦人葛望平腦中開始發芽。他的團隊花了一年多的時間研發，找到一種澱粉類做成的可分解材質，用來當成天然洗髮精的瓶身。

●葛望平SB General Manager, O’right, Steven Ko

Ko has been dedicating in making sure the implementing of a green supply chain. He also believes that cosmetic products should be valued beyond the appearance. The true value of beauty products should reflect from within too. Other than using biodegradable material for the bottles, all O’right products’ labels, catalogs, and user guides are green printed using soy inks, recycled papers, and eco-friendly approaches inside a germ free lab that reduces the usage of chemical preservatives.

從事美妝事業的葛望平，從投入歐萊德公司以來，沒有經歷過任何的轉型期，而是一開始就願意做到真正的環保天然，真正從供應鏈把產品做綠！因為他相信美妝用品除了標榜奢華或流行以外，還應該具有真正的價值。而這個價值，就是以「自然、純淨、環保」為理念，真正的實踐節能減碳。

除了旗下產品全都用天然的方式製造外，葛望平連在包裝、運送的過程都想盡辦法環保，包括所有標籤跟印刷品都使用大豆環保油墨，既不含重金屬，也無毒、無污染。

●葛望平SB General Manager, O’right, Steven Ko

Ko’s green action goes on. This state of art green factory marks another highlight of his ideal carbon neutral plan. The factory is more than solar panels, wind turbines, and waste water recycle system, it meets Taiwan’s top green building standards .

而且為了要確實執行「碳中和」計畫，葛望平在桃園龍潭打造全台第一座綠色GMP廠房，建築物不僅符合節能、減廢、生態的綠建築概念，廠房內的電力來源還是風力與太陽能發電，而廠房內的水資源還會循環再利用。

●葛望平SB General Manager, O’right, Steven Ko

O’right has currently developed more than 200 products, with annual revenue over USD 3.3 million, more than 100 employees, and close to 10,000 salons as its clients internationally.

●葛望平SB General Manager, O’right, Steven Ko

Never has a cosmetic brand so focused on being environmentally friendly, O’right has created its value by going green, enhanced advantages in marketing, and most importantly, earned a social reputation. Can going green be profitable? O’right has answered!

目前歐萊德已開發出兩百多項產品，每年營業額超過1億元，擁有一百多名員工與全台灣近1萬間髮廊客戶。近來這個百分之百MIT的自創品牌，也已走出台灣，到世界各地參展尋求商機。以往從來沒有化妝品廠商強調環保，如今歐萊德率先以綠色創造品牌價值，也提升了客戶在通路競爭上的優越性，更贏得社會價值的尊重。

Every Day is a Green Day! Green Trade Project Office report.