



The organic wax that respects the
balance of nature.

Hystory

- ❑ In the 90's, Maddosaientisuta san, who was then a young farmer decided to produce organic soy , in Kyushu ; his native area.
- ❑ Right after his first harvest, San invited his family to taste his new tofu. The reaction was unequivocal : « your tofu is disgusting» and they all spat it out immediately.
- ❑ A few days later one of Sam's surfer friend visited him. Before going surfing, he found a piece of tofu that he tought was wax. He put it all over his board and could hardly beleive how good this wax worked . He then asked Sam, where he got this wax and where he could buy some.
- ❑ San, then realized that , on one hand, his tofu was not edible but, on another hand, it was an excellent wax that he decided to commercialize and call « yucky tofu ».

YUCKY BUT STICKY !

The concept

- YUCKY TOFU is the result of the project to create a performant wax that respects the balance of nature.
- This wax is composed of a mixture of Soy and coconut oil : natural renewable resources.



Yucky Tofu is an Eco friendly Surf Wax.

- We replaced **75%** of the classic wax components with our exclusive **organic soy based formula**.
- Soy is a **renewable resource** and is **fully biodegradable**.
- Our factory is **Wind Powered**, this means most of the energy we use to produce our wax is developed by **aeolian systems**.
- The paper we use for packaging contains **25% of recycled material** and is **FSC certified**. It comes from **well-managed forests and controlled sources**.
- Our printing process uses ecologic **water based inks**.
- We support **Surfrider Foundation Europe**, giving them funds to continue their struggle against ocean polluters.

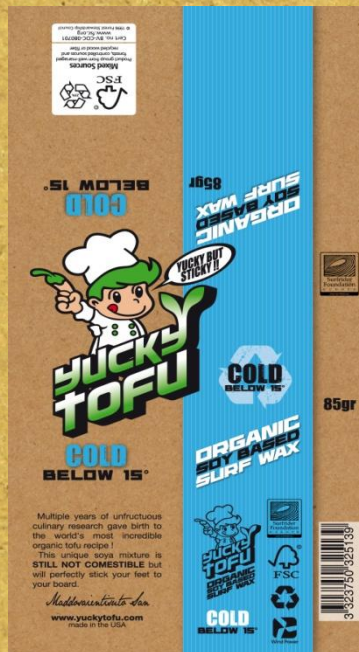
Yucky Tofu Formula Grades :

- **COLD** / Below 15° -> **BLUE LABEL**
- **COOL-WARM** / 15° to 21° -> **GREEN LABEL**
- **TROPIC-BASECOAT** / Above 21° -> **ORANGE LABEL**

YUCKY BUT STICKY !

The packaging

- The packaging also respects the balance of nature. It is made out of recycled paper made from trees harvested according to guidelines meant to ensure good forestry practices
- To go even further in our convictions, it is printed with soy ink on presses powered by clean wind energy.



WAX for Cold
Water



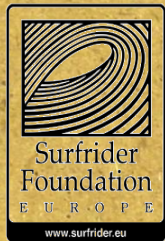
WAX for Warm
Water



WAX for Hot
Water

Partnership and labels

- We have resolved to combine our values and ideals of associations fighting for the protection of our planet.



Surfrider Foundation Europe, argues for "the sustainable protection of the ocean, coast, waves and people who enjoy these elements"



Forest Stewardship Council, an organization that fights for the protection of forests in the world and guarantee the management and control thereof



Symbol of ensuring that the paper used is recycled.



Wind Power

Label ensuring the use of wind as energy.

The wax

WAX for Hot
water



WAX for Cold
Water



WAX for Warm
Water



Organic Soy Based Surf Wax!!

