



Ooho Run Information Pack



Who we are



Skipping Rocks Lab is an innovative sustainable packaging start-up based in London.

We are pioneering the use of natural materials from seaweed and plants to create materials with low environmental impact.

By working with Skipping Rocks Lab you're helping to **eradicate** single use plastic.

Keeping Hydrated is Key

Race coordinators face the problem of keeping runners hydrated.

Drinking little and often during a race is key for proper hydration. Race coordinators need to manage the amount of fluid they provide to runners carefully.



The Plastic Problem

So far, the solution has been bottles, cups, or pouches displayed for participants at regular intervals - great for hydration, just not sustainable.

The London Marathon alone uses over 700,000 bottles per year.



We offer the true solution

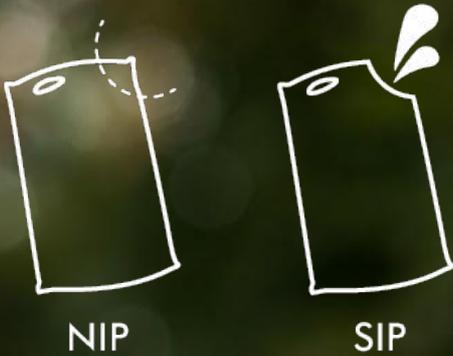
Skipping Rocks Lab have eliminated the plastics waste problem with **Ooho**, a flexible packaging used to hold the perfect volume of liquid for steady hydration.

Biodegradable, easy to use and easy to clean up, Ooho is the real solution to keep participants hydrated whilst saving the planet.

Edible, made from renewable materials, 100% biodegradable and vegan.

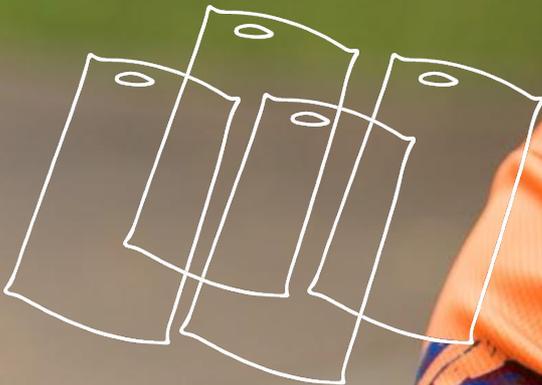


Ooho and your race



Ooho's are easy to use, participants simply grab, nip and sip - similar to an energy gel pouch. Oohos can directly replace cups and bottles for sporting events. They're distributed in the same way as cups or bottles.

Oohos come in any size, but our 80ml standard is recommended for races. We suggest one Ooho per participant per water station for short races and double for longer ones.



Pricing:

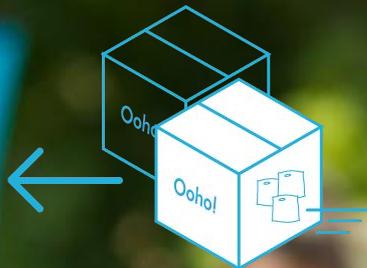
- £0.35 per unit (up to 5000 units)
- £0.25 per unit (over 5000 units)



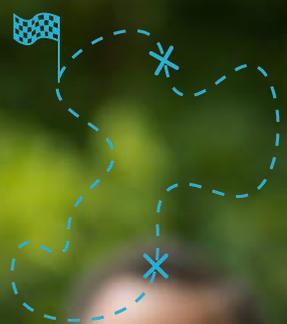
How it works



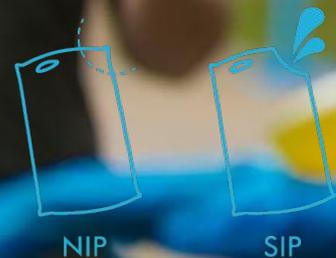
You'll receive pre race info and marketing materials



We ship you the Ooho and your Ooho Sports Kit



You set up Ooho re-hydration stands at periodic intervals



Participants nip, sip and rehydrate



Race clean up.



You return the Ooho Sports Kit in a prepaid package

Previous Events

We facilitated "Plastic Free" hydration at over 10 races last year, including:

Harrow Half (3000 units)

Chippenham Half (3000 units)

Virgin Sport Hackney 5k (1500 units)

Greenwich 10k (650 units)

Chislehurst 10 k (1500 units)

Clapham 10 k (650 units)

Feedback



82% of participants found Oohos easy to grab



96 % of people surveyed at the Royal Parks Half Marathon found Ooho simple to open and drink



95 % of runners want to see Ooho at their next race



*"The people manning the trial were able to explain to those runners who enquired as to the properties of the pouches and how they should be consumed, and **their biodegradable nature... was a big hit!**"*

"People loved the fact that we were cutting back so much on single use plastic, as we had used 2,000 x 330 mill bottles last year at the same event - the message here about misuse of plastic is clearly getting home!"

Headlines in the Press

BBC
NEWS

"Harrow Half Marathon to use edible water bottles."

FREE
METRO

"A half-marathon has banned plastic water bottles in favour of seaweed balls."

RUNNER'S
WORLD

"The edible water making races greener – we speak to Ooho about their water pods"

The
Guardian

"The edible solutions to the plastic-packaging crisis"

98% of runners care
about the environment.



Start making a
difference **now.**