



fallaleaf

leaves no print

## **Jesa Enterprise Sdn Bhd** (1023641-D)

“Pokok Pinang” also known as Palm Trees which have grown across southeast asia are among the best known and most extensively cultivated plant families. With the use of new technology and research, we have cultivated a product not only used by our forefathers but for a more sustainable and green living!

***“Fallaleaf strongly believes in creating sustainable products that leaves no print”.***



## My Journey with sustainability.

To truly create a sustainable method of sourcing and producing Fallaleaf Natural Dinnerware, I have travelled around the country finding plantations and farmers that cultivate these trees knowing these leaves are being otherwise burned causing pollution or abandoned that end up storing dirty rain water that mosquitos breed causing malaria / dengue.

I was determined to create a side income for all the small holders by creating a system where the leaves are stored at their local religious / community halls; mosques, temples etc.

Each part of this business chain is profited sustainably and traded fairly.



## SPECIES USED TO PRODUCE FALLALEAF DINNERWARE; ARECA CATECHU

The applicable palm species for the production of this natural dinnerware are Areca Catechu, which can be found in most of Southeast Asia. Fallaleaf dinnerware & bakeware are made from the sheath of the plant which is hand picked after it naturally falls to the ground.



The fallen leaf branches & sheaths are then checked for any traces of fungal and dirt. Sheaths that are not up to the 'grading system' are immediately discarded.



The sheath is the mid section of the leaf branch that we wait for to dry and fall to the ground.



The dried leaf branches are then cut and thrown and the clean sheaths are kept to be sent to the factory.

After the grading, the clean leaf branches & sheaths are taken to the warehouse.

## How is it made?

The fallen fronds of the palm leaves are collected, graded and pressured cleaned. They are then heat pressed to produce the appropriate shapes. All fallaleaf production takes place in a 'cleanroom' system based on ISO standards. They are then packed and ready to use. No chemicals are used during the entire manufacturing process. Each plate is carefully monitored by a strict Quality Control unit one piece at a time to maintain its natural organic quality. As palm leaf product manufacturer, we have set our products to meet international quality standards through optimized manufacturing process, trained and skilled operational personnel and dedicated quality assurance systems.

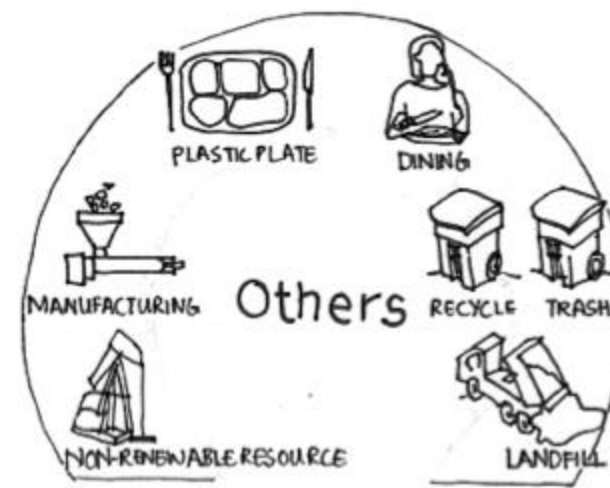


Please click our youtube link below.

<https://www.youtube.com/watch?v=dDDuJvYPp70&t=192s>

# Speciality Of Fallaleaf Natural Dinnerware

## Closed Loop System



### Natural & Chemical Free

- No chemicals, lamination or additives were used to manufacture Fallaleaf dinnerware. Only heat & steam is used throughout the entire process. Naturally degrades into the soil. You can cut them up, and use them as mulch directly in your gardens without any abiotic process.
- Great for parties, outdoor activities and everyday meal.

### Renewable Raw Material

- Only naturally fallen dried sheaths are used to manufacture Fallaleaf dinnerware, which are otherwise wasted; burned / left to soak in rain water that could cause mosquitos breeding.
- No trees are harmed in the process of making these products.

### Microwave and Oven Safe

- Microwave on high up to 3 minutes
- Oven cooking from 120C to 200C for 40 to 60 minutes.

### Hot or cold, anything can be served in Fallaleaf

- Fallaleaf plates can hold liquids such as hot soup and cold desserts.

### Plates Natural Pattern & Colour

- What you get in your hands, is a sheath that has been molded using a patented heat and steam technology into desired shapes, thus retaining its iconic natural colour and patterns.

# Fallaleaf Media Publications



## Fallaleaf Events



HKTDC Gifts and Premium Convention,  
Hong Kong

I'm Yours Green Weekend  
1 Utama and Ecoknights

MASTER CHEF AUSTRALIA 5 EPISODE 12  
MasterChef Australia  
TV Show, Season 5 Episode 12

Singapore Favourite Food Festival,  
Marina Bay Singapore



Justlife Organic  
Stores, Appreciation  
Day

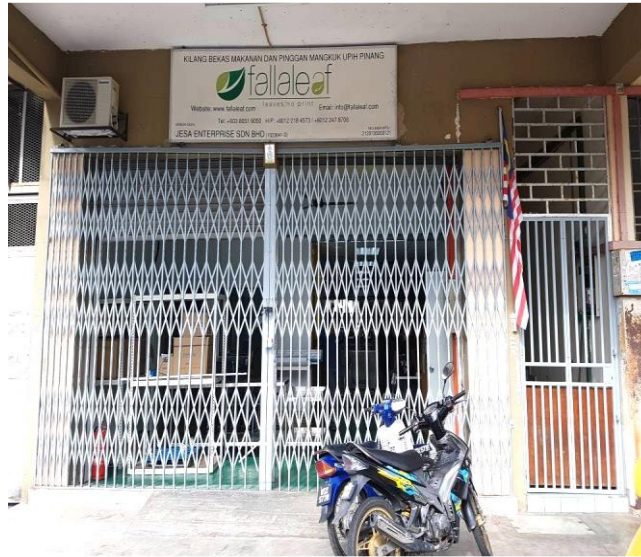


Summer Splash Pool Party,  
Expatriate Lifestyle Magazine



## To create a Sustainable Future

- Acquired financing from company directors and a grant from Malaysian Technology Development Corporation (MTDC)
- A commercialised factory with the capacity of 500,000pcs and above monthly
- Strong in-house technical R&D team, strong government affiliations with FRIM, MTDC, Kraftangan, Matrade, Myipo, SmeCorp and SIRIM
- Strategic marketing arms; closely allying with Matrade, EU embassys, overseas buyers and large international GLC companies
- E-commerce platforms; LAZADA (launched), Shopee and Alibaba (on-going)
- Product Certifications - Malaysia & Singapore Eco Label (On going), My Hijau Mark (waiting for eco label mark), HALAL, BRC, BPA (in the pipeline)
- 27 Types of products; dinnerwares, bakewares and trays



Social Media	Address
Official Website	<a href="http://www.fallaleaf.com">www.fallaleaf.com</a>
Official Facebook	<a href="https://web.facebook.com/Fallaleaf.Eco.Dinnerware">https://web.facebook.com/Fallaleaf.Eco.Dinnerware</a>
Official Twitter	@fallaleaf
Official Instagram	@fallaleafdinnerware
Official Linked-in	@Fallaleaf, Jesa Enterprise Sdn Bhd <a href="https://www.linkedin.com/company/fallaleaf-jesa-enterprise-sdn-bhd/">https://www.linkedin.com/company/fallaleaf-jesa-enterprise-sdn-bhd/</a>
Official Youtube	@Fallaleaf Dinnerware <a href="https://www.youtube.com/watch?v=dDDUjvYPp70">https://www.youtube.com/watch?v=dDDUjvYPp70</a>



THANK YOU