



FOR IMMEDIATE RELEASE

## Nanuk Launches Nanuk-R Collection: Sustainable High-End Protective Cases

Terrebonne, January 21<sup>st</sup>, 2024 – Nanuk, a prominent Brand in high-end protective cases, is excited to introduce the Nanuk-R Collection, showcasing the company's dedication to quality, durability, and sustainability.

In a world where innovation meets responsibility, the Nanuk-R Collection redefines protective case standards. This collection maintains Nanuk's renowned level of protection, durability, and functionality while distinguishing itself through a commitment to sustainability. By utilizing engineered post-consumer recycled materials in manufacturing, Nanuk actively contributes to the preservation of the planet's resources.

"As a company, we recognize the urgent need for environmental responsibility. The Nanuk-R Collection not only demonstrates our commitment to producing high-quality products that meet customer expectations but also signifies our dedication to fostering a sustainable future for generations to come." said José Chagnon, President & CEO at Nanuk.

### Key Features of the Nanuk-R Collection:

**Sustainable Manufacturing:** Utilizing engineered post-consumer recycled materials reduces the demand for virgin resins, lessening strain on the planet's resources.

**Environmental Impact:** Each recycled case diverts waste from landfills, making a tangible impact on environmental pollution.

**Uncompromised Quality:** Rigorous quality control ensures that each Nanuk case made of recycled resin meets the company's strict standards for durability, reliability, and functionality.

**Same Level of Protection:** Recycled Nanuk cases offer the same level of protection and performance as their non-recycled counterparts.

"When you choose our recycled cases, you become part of the solution. Together, we can make a difference in protecting your devices and the planet," added Philippe Koyess, VP of Innovation & Product Development.

The Nanuk-R Collection is available for purchase, marking a significant milestone in the company's journey toward a more sustainable future. Join Nanuk in the mission to protect your devices and the planet.

For more information, visit [nanuk.com](http://nanuk.com) or contact Charles Benoit.

---

### About NANUK

NANUK's mission is to be in business to protect, organize, and mobilize gear to give people peace of mind so that they can live life in full color. The company's line of NANUK waterproof cases is trusted by professionals worldwide. Our vision is to become a World-Renowned Gear Protection Brand committed to always find a better way for our People, our Users, and the World. For more information go to: [www.nanuk.com](http://www.nanuk.com).

#### CONTACT :

Charles Benoit – Sr Marketing and Business Strategy Director  
[cbenoit@nanuk.com](mailto:cbenoit@nanuk.com)  
(450) 628-1006, ext. 345 or 1-800-783-6883, ext. 345

---

Plasticase Inc./Nanuk  
1059, boul. des Entreprise O.  
Terrebonne, (QC) J6Y 1V2  
Canada

450 628.1006  
+1 800 783.6883

[info@nanuk.com](mailto:info@nanuk.com)  
[www.nanuk.com](http://www.nanuk.com)