

MOYU



NORDICFOOTPRINTS



# Product Catalogue

# Hacking away at single-use paper

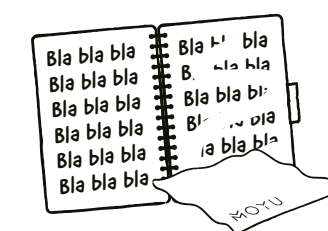


## Erasable notebooks made from 100% recyclable stone paper

Did you know the paper industry is the 3rd industrial polluter responsible for 7% of yearly CO2 and 17% of all deforestation?

Last time we checked, 30 football fields of forest are cleared every minute. That's 15 billion trees a year. Just pause and let it sink for a second. Shocking, we know!

That's why we used stone paper to reimagine traditional notebooks into MOYUs with some serious magical powers.



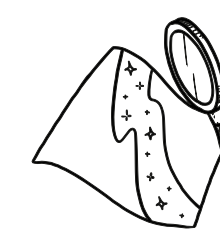
### Erasable

Each page is rewritable up to 500 times.



### Premium paper

Authentic pen on paper writing experience.



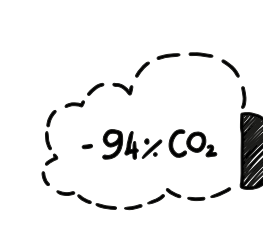
### Stainless wipe

Erasing leaves no marks behind.



### Durable

Water resistant pages, made to last for years.



### Low footprint

94% less CO2 emissions than tree paper.



### Eco-friendly

Uses no trees, water or bleach.



# Wipe to reforest



## Time to stand up against deforestation!

Reusable paper is not enough. That's why we plant a tree for every notebook.

We work with Trees for Kenya, a non-governmental organization that plants and manages trees in the areas that need it the most.

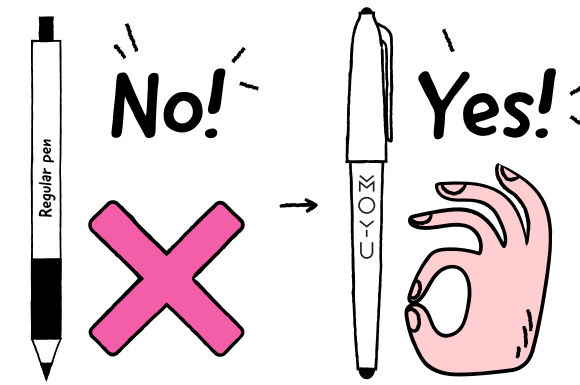


*Watch the video!*



Write  
Wipe  
Rewrite

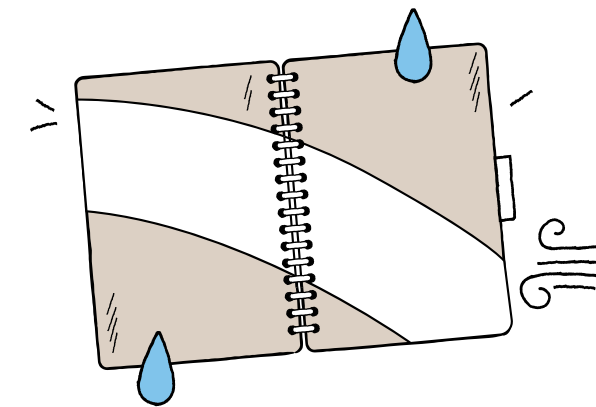
# How to MOYU



- 1 Write all you want, but use a MOYU pen.



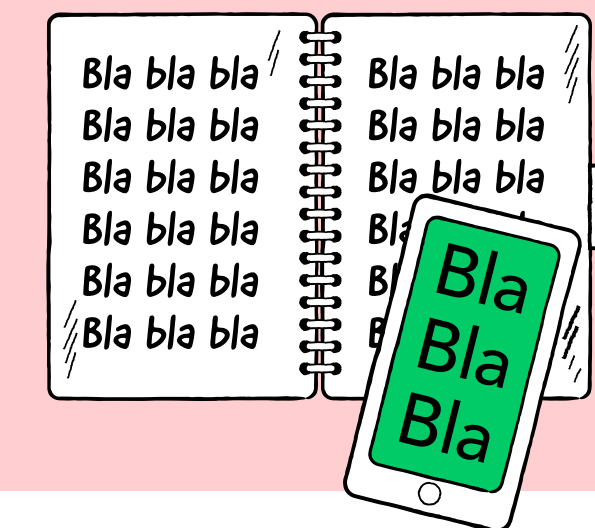
- 2 Wipe the ink away, but use a damp MOYU cloth.



- 3 Start to write again, but make sure it's all dry.

## Pro tip

You can take a picture of your notes before wiping, or use one of [these applications](#).







# Personalize your MOYU

## Your color. Your logo. Your style.

Surprise colleagues & clients with feel-good, do-good erasable stone paper notebooks made to last. Sustainable and handy, we hear it's a perfect business gift.

1000+ companies are loving their MOYUs

McKinsey  
& Company

Ahold  
Delhaize

WORLD TRADE CENTER\*  
AMSTERDAM

**Deloitte.**

DANONE

ING

**xsem**

**STATION F**

**techstars\_**

**CHAINABLE**  
THE WAY TO CIRCULARITY

**VU**  
VRIJE UNIVERSITEIT  
AMSTERDAM

bloomon

Rotary

**SKIM**  
decision behavior experts

**IMPACT  
HUB**

**WWF**

Kingdom of the Netherlands

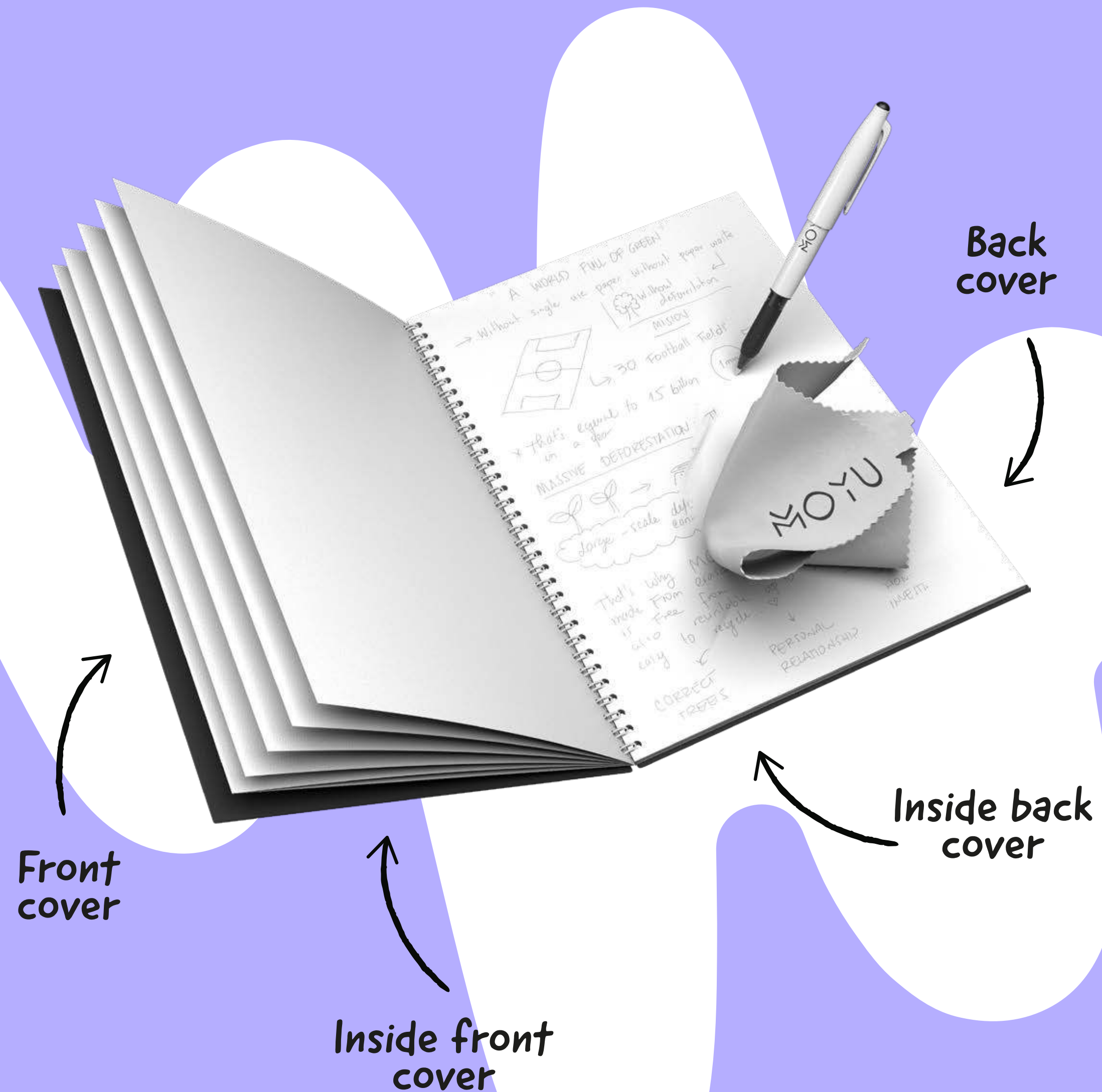
**Nike**

**Santander**

**KLM**

**GREEN  
TECH  
FESTIVAL**





# Design packages

## Full color personalization

You can submit your design or let us create your masterpiece for you.

### DIY: Unleash your creativity

**Price:** Free of charge

You can download our design templates and submit your masterpiece: 4 pages, full design of the inside and outside of the front and back covers in anyway you can imagine it.

### Package A: Simple Does It

**Price:** Free of charge

We place your design: 2 pages, the front and back covers of the notebooks (outside only) with your logo, brand colours, and artwork.

### Package B: Outburst of Creativity

**Price:** €95

We design it for you: 4 pages, full design of the inside and outside of the front and back covers in anyway you can imagine it.

# A5 format



☐ **Softcover**  
(0.40mm thickness)



☐ **Hardcover**  
(0.85mm thickness)



☐ **Premium Hardcover**  
(1.9mm thickness)



☐ **18 pages**

☐ **40 pages**

## Useful info

- Dimensions: 21 x 15.5 x 1 cm
- Weight: 300 grams (softcover, 40 pages), 335 grams (Hardcover, 40 pages), 390 grams (Premium hardcover, 40 pages)
- Layout: Lines only (18 pages) or Multipurpose pages (40 pages)



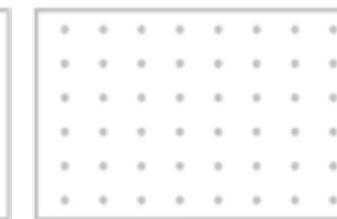
To-Do list



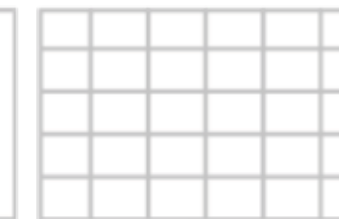
Lines



Blank



Dotted



Squares

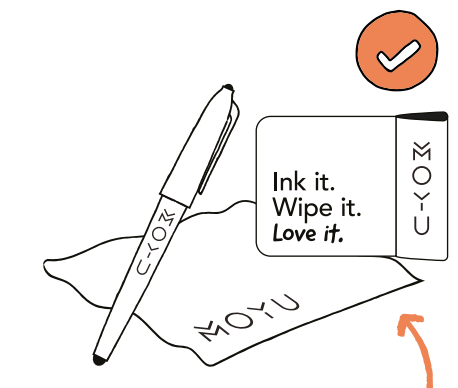


Weekplanner

Pieces	Softcover, 18 pages	Softcover, 40 pages	Hardcover, 18 pages
> 25	147 kr	162 kr	192 kr
> 50	124 kr	139 kr	167 kr
> 100	112 kr	128 kr	151 kr
> 250	95 kr	110 kr	131 kr
> 500	79 kr	95 kr	112 kr
> 1.000	On request	On request	On request

\* Prices are excl. VAT and including production start costs. Prices valid until 31/12/2025.

\*\* Minimum order: 25 notebooks.



All notebooks come with an erasable pen, pen holder and wiping cloth





# Accessories



## Pens & Refills

Pens & markers, powered by PILOT FriXion erasable ink, for the smoothest stone paper writing experience.



## Wiping Cloths

100% microfiber stone paper wiping cloths, aka magical ink-wiping devices.



## Water Spray Bottles

The handiest water spray bottles around: spray, wipe, and write again.



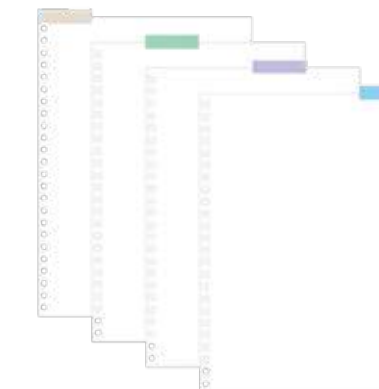
## Pen & Spray Holders

Strong & sturdy holders so you always have your pen and spray at hand to rock your notes.



## Notebook Sleeves

Recyclable felt from written-off uniforms and old textiles turned into functional sleeves.



## Divider Tabs

Click-on color tabs to divide your notebooks or agendas into clear sections.





# Customization options

## Add an extra personal touch

### Personalize your pen

**Price:** € 0,50 (€ 250 one-off starting costs, max 2 colors)

Go all out: replace the MOYU logo with your own logo.

### Personalize an A6 postcard

**Price:** € 1 (€ 50 one-off starting costs)

Add a personal message to give your business gift an extra dimension.

### Full-color info page in a notebook

**Price:** € 1 per page (double sided, full-color)

Want some extra information in your notebook? Add an extra page made from eco-friendly tree paper.



# Showcase your official *impact*

Imagine the impact you could make with 150 notebooks

We'll add  
your impact  
certificate in  
your quote





# Always a *rock solid* experience

Rated 4.8 out of 5 by +1000 happy customers



"We embraced MOYU notebooks because they perfectly mirror our values as a certified B Corporation. We provide them to our new employees at the start of their journey, expressing our dedication to a more sustainable future together."

*Charlotte, Program specialist  
Culture and Leadership at  
Rituals*



"MOYU gave us maximum flexibility to design the books exactly the way we imagined them. It's such a great fit with our mission and our product. We could not be more happy with the results."

*Sara, Recruitment hero at  
Seepje*



MOYU



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