ibala | Polyco



Who is iBala?

iBala is the sister company to our branding and media business, Page82 Consultants. Through our work in branding and marketing, we have first-hand knowledge of the significant volumes of PVC-based advertising material generated through corporate campaigns, events, conferences and outdoor advertising. iBala was established to address what happens to these materials once their campaigns come to an end.

iBala collects discarded PVC billboard and banner materials and transforms them into functional, durable products such as backpacks, tote bags, laptop bags, pencil cases and other useful items.

Our objective is to give advertising materials a second life rather than allowing them to become waste.

This creates a practical circular model:

Marketing Material → Collection → Sorting → Upcycling → Manufacturing → New Product → Social and Commercial Value

Africa continues to face a growing waste challenge, with significant volumes of advertising and event materials being discarded after campaigns conclude. iBala provides a practical solution by keeping these materials in circulation and converting them into products that have both environmental and social value.

Our model goes beyond waste diversion.

By transforming discarded material into schoolbags and educational products, iBala is able to connect environmental sustainability with education, skills development, enterprise development and social impact.

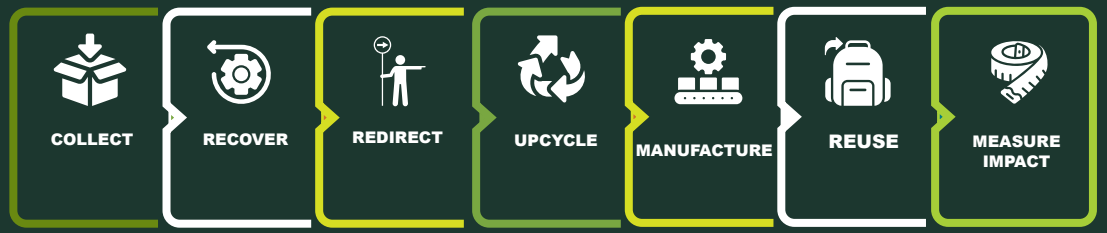


The iBala Polyco Opportunity

We see a strong strategic synergy between iBala and Polyco, particularly through Polyco's extensive network of EPR members, collection partners and corporate stakeholders.

The opportunity is to establish a structured pathway through which suitable PVC advertising and branding materials recovered through Polyco's ecosystem can be redirected to iBala for upcycling and end-use manufacturing.

Rather than viewing the material only as a waste stream requiring collection and recycling, the partnership can create an additional pathway:



This would allow material that would otherwise have limited end-use opportunities to become a commercially and socially valuable product.



1.Creating a PVC Upcycling Pipeline

Through the partnership, Polyco could facilitate introductions and material recovery pathways with relevant EPR members and collection partners.

Suitable discarded PVC materials could be redirected to iBala where they would be:

- collected;
- sorted;
- assessed for suitability;
- cleaned and prepared;
- designed into new products;
- manufactured locally; and
- returned to the market as functional products.

This creates a traceable journey from post-use advertising material to a new product.

The model could initially focus on PVC banners and billboard material before expanding into other suitable materials identified through the partnership.



2. Turning Corporate Waste into Corporate Products

Polyco's EPR network provides an important opportunity to engage corporates at the point where their marketing and event materials reach end-of-life.

Many companies regularly produce branding materials for:

- conferences;
- exhibitions;
- launches;
- corporate events;
- sporting events;
- campaigns;
- activations; and
- outdoor advertising.



Client ROI

ROI Area	Example	How it creates value
Environmental ROI	Diverting PVC advertising material from landfill	Demonstrates measurable waste reduction and circularity
Financial ROI	Recovering and repurposing waste materials into saleable products	Converts a waste cost into potential economic value
Brand ROI	Turning a company's discarded banners into branded schoolbags	Gives the company a tangible sustainability story
ESG ROI	Funding the collection and upcy-cling of post-consumer materials	Supports ESG reporting and sustainability targets
Social ROI	Producing bags through local manufacturing and skills development	Creates jobs, training and community benefits
Marketing ROI	Using upcycled materials at conferences or activations	Creates a physical brand experience and PR opportunity
Procurement ROI	Purchasing products made from the company's own waste	Creates a circular procurement model
Compliance ROI	Documenting volumes collected, recycled and repurposed	Helps demonstrate progress against EPR obligations
Community ROI	Donating upcycled schoolbags to schools	Builds community goodwill and strengthens stakeholder relationships
Innovation ROI	Developing new products from previously unusable materials	Demonstrates innovation and circular-economy leadership

3. A Physical Demonstration of EPR and Circularity

One of the most compelling elements of the proposed partnership is the ability to make circularity tangible.

A corporate partner could receive products manufactured from its own recovered branding material, accompanied by an impact report showing:

- quantity of material recovered;
- weight of material diverted;
- number of products manufactured;
- product type;
- jobs or skills supported especially the large producers of PVC materials this could be an opportunity for SMME empowerment.
- estimated environmental impact.

This turns sustainability from an abstract reporting exercise into a physical, measurable and visible circular-economy experience.



4. Example of PVC material & Packaging Materia

To pilot the proposed iBala and Polyco partnership, we recommend that the initial phase focus on the recovery and upcycling of two commonly discarded waste streams: PVC advertising material and chip packets.

Millions of these materials are discarded and ultimately end up in landfills, with limited opportunities for recovery or meaningful reuse. Through this pilot, iBala proposes to transform these materials into durable, functional and socially impactful bags, demonstrating how post-consumer and post-use materials can be diverted from landfill and given a second life.

The resulting bags can be channelled into community impact initiatives, including schools supported by iBala, Polyco's community engagement programmes, and initiatives undertaken by Polyco's EPR members. This creates a practical circular economy model where waste generated by businesses and consumers is transformed into products that directly benefit communities.









Proposed Pilot: iBala × Polyco Upcycling Partnership

Proposed Bag Composition

Each bag would incorporate a combination of recovered and supporting materials:

- **85%** PVC Billboard Material – Provides the bag with durability, strength and water resistance while diverting obsolete advertising material from landfill.
- **10%** Black 600D Polyester Oxford Fabric – Used selectively to provide additional structure, reinforcement and finishing.
- **5%** Polyethylene (PE) and PET/Chip Packet Material – Incorporates recovered plastic packaging, including chip packets, into the product.

As a tangible illustration of the circular economy, each bag can incorporate approximately 150g of recovered chip-packet material — equivalent to approximately one standard packet of chips. This provides consumers, corporate partners and beneficiaries with a clear and relatable representation of the amount of waste being diverted through the initiative.

The Pilot Opportunity

The pilot would allow iBala and Polyco to demonstrate a scalable model for:

Collect → Recover → Upcycle → Manufacture → Donate → Measure Impact

Beyond producing bags, the initiative would provide an opportunity to measure the volume of material recovered, number of products manufactured, beneficiaries reached and potential waste diverted from landfill.

If successful, the pilot could subsequently be expanded to incorporate additional plastic waste streams and involve a broader network of Polyco EPR members, corporates, schools and community organisations.

5. Expanding Polyco's Education Programme

There is also a significant opportunity to complement Polyco's existing education and awareness work around recycling.

iBala can introduce an additional dimension:

From Recycling to Upcycling

The programme could demonstrate to learners and communities that waste does not necessarily have to be discarded or simply processed into another raw material.

It can be reimagined and transformed into something useful.

Through school programmes, learners could experience the complete journey:



Why the iBala X Polyco Partnership Makes Strategic Sense.

1. Polyco can help unlock the material and corporate ecosystem.

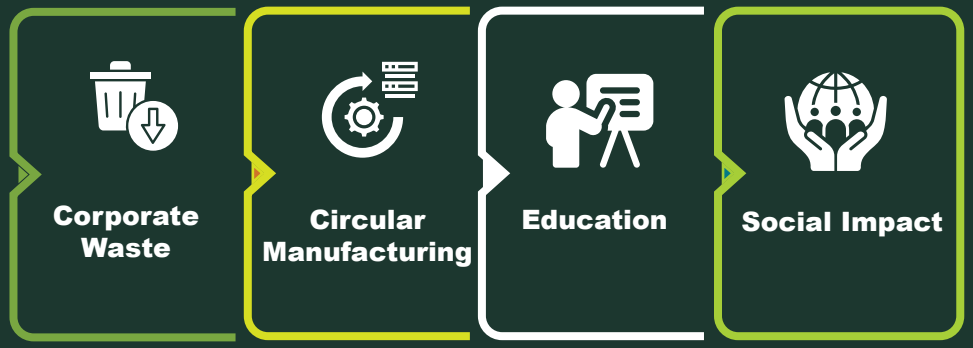
2. iBala can turn that material into products, employment and measurable social impact.

6.The Schoolbag as a Social Impact Vehicle for Polyco's EPR Partners.

The iBala schoolbag provides a particularly powerful vehicle for Polyco's EPR Partner.

Discarded corporate advertising material can be transformed into schoolbags and educational products that are distributed to schools and communities.

This creates a direct connection between:



The story becomes:

"The material that once promoted our campaign is now helping a learner get to school."



Two-Year Vision Plan

Phase 1

Establish



Build the PVC collection-to-upcycling pipeline and demonstrate the model with selected Polyco members.

Phase 2

Scale



Increase material volumes, production capacity and the number of participating corporates, while introducing school and community programmes.

Phase 3

Replicate



Document the model and establish regional collection and manufacturing hubs that can be replicated beyond Gauteng and ultimately across South Africa and the continent.

The long-term ambition is to create a national network of iBala x Polyco circular manufacturing and training depots, supported by a structured supply of recovered materials and a growing market for upcycled products.

Cutting Station



Labelling Station



Sewing Machine



Material QC



Prototype Department



Packaging department



Prototype design departmnet



Storage

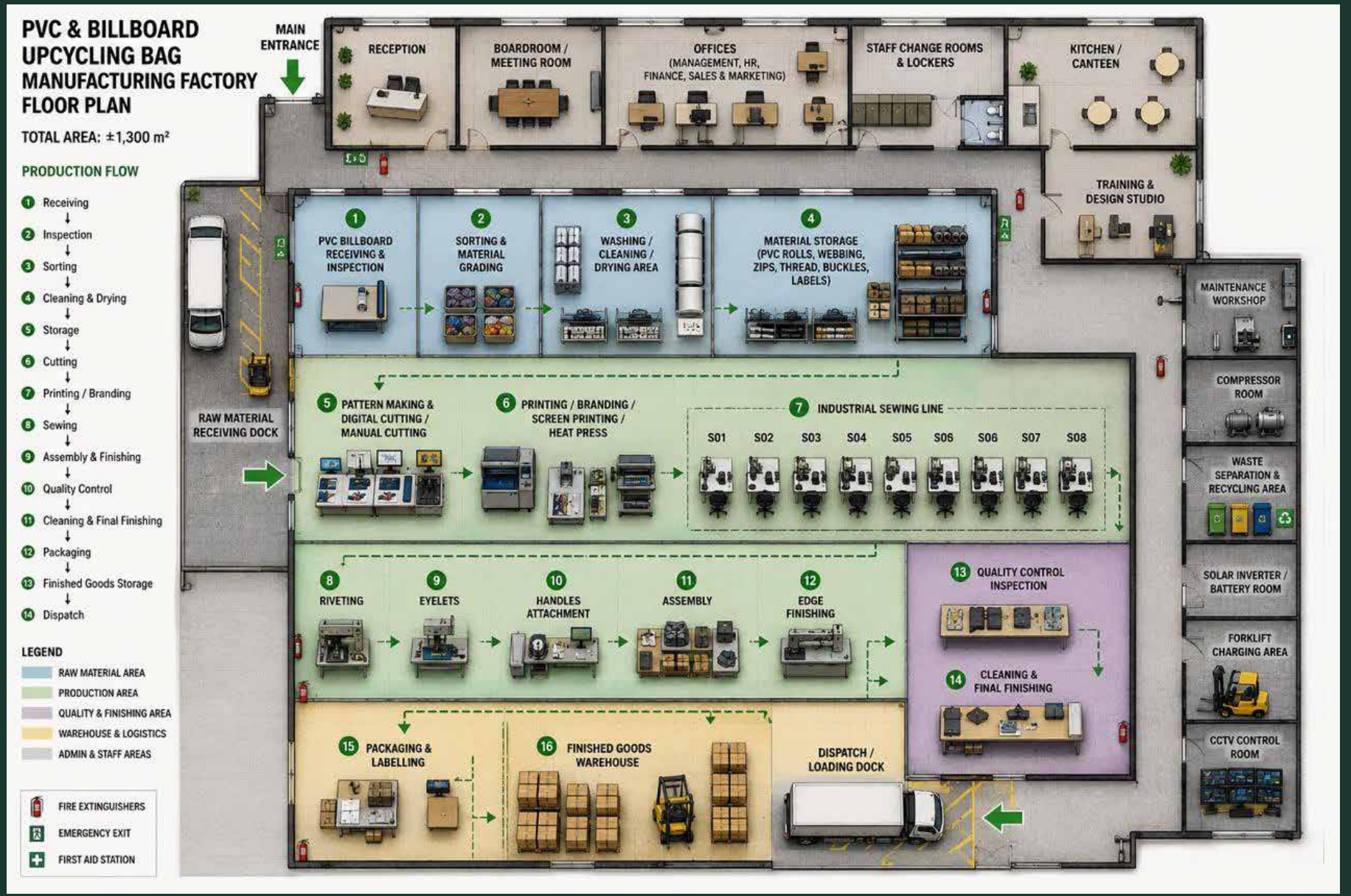


The Bigger Vision

iBala X Polyco is ultimately not just a recycling project. It is a circular economy enterprise-development model. It can create environmental value and less material going to landfill and greater material recovery.



Our Factory setup



ibala x Polyco



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