



TAKE NOTE TODAY. SHAPE TOMORROW

COMMITTED TO DO BETTER

What we do today matters. Intention and action shape the future. Taking time and taking care is critical to creating the world we want to see. By applying a first-principles process to future-forward purpose, Karst crafts beautiful tools to be used every day.

The brand was founded in Sydney, Australia in 2017 and quickly expanded to have an impact across the globe. They started by asking “Why?”. Why does paper need to be made of trees? Why can’t journals be waterproof? Why are people still using paper-making practices that were cutting-edge in the 18th century?

Karst has led a stationery revolution, with their line of stationery products made from **upcycled** construction waste. Their unique material, Karst Stone Paper™, is a superior alternative to traditional pulp-paper **that uses no trees, acids or bleaches** to produce, creating no water or material waste. On top of that, Karst notebooks have the **whitest, smoothest** paper available on the market and are popular for their **attractive, streamlined** design.

All Karst materials are responsibly sourced, employees are treated and paid fairly, and leaders work for a greater cause than a profit margin. Because what matters today is what shapes tomorrow.

KARST IN KEYPOINTS:

- Young sustainable brand founded in 2017
- Certified B-Corp, meeting the highest verified standards of social and environmental performance, transparency and accountability
- Certified C2C (Cradle to Cradle) Silver; meaning materials foster a circular economy
- 100% tree-free notebooks
- Assortment with inspiring trend colours such as: Eucalypt, Forest Green and Glacier
- PF Concept exclusive distributor for the UK, European Economic Area (EEA) and Switzerland

