
SOJA

True wireless earbuds

Hune *i*



Having information is the primary tool that we, as users, possess to make conscious choices. We openly share data so that you can comprehend how and why we took each decision.

It has been proven that 80% of the environmental impact of a product can be prevented at the design stage. For this reason, at Hune we apply ecodesign strategies, ensuring that the impact of our products is minimized throughout their entire lifecycle. We choose the materials conscientiously: we analyze the specific needs of each product to find an alternative that offers us the same characteristics, but with less impact, constantly looking for a balance in all the decisions we make. We use post-consumer recycled plastics for its production, we eliminate unnecessary materials from our packaging and manufacture them with

renewable and controlled sources, we seek to have the lowest possible volume to distribute them efficiently and thus have a lower impact on the environment, we focus on designing considering its durability and recycling.

With such an ambitious challenge we will always have improvements to make. This is the best way that we have found within our reach today. We know that there is still a long way to go and there will always be screws to adjust... we are (im)perfectionists, and those are the things that make us lose sleep at night!

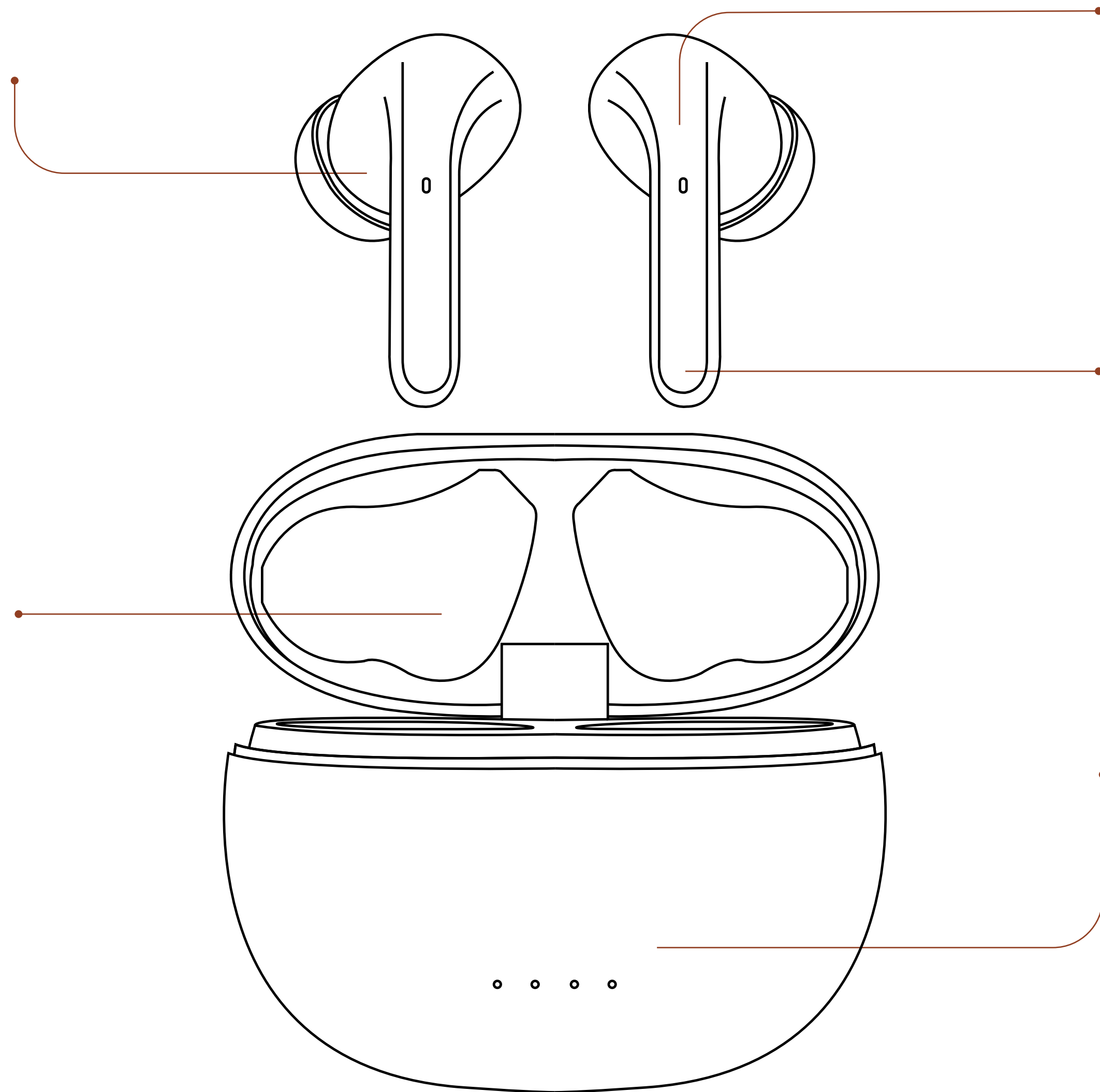
Hune Soja

CIRCULARITY

Use of recycled materials and recyclables. We are concerned about where the materials we use come from and what impact they have on their production, but also where they will end up once they reach their end of life.

REDUCED TOXICITY

Reduction of materials with volatile organic compounds. We use materials with low toxicity certifications to protect human and environmental health.



DESIGN

With a modern and simple design, its materials reflect its main values: sustainability and robustness, for an aesthetically and functionally durable product.

RESPONSIBLE SUPPLIERS

Our collaborators work under a code of conduct and in compliance with ethical conditions and social norms accepted by agreement in their production centers.

OPTIMIZED END OF LIFE

We take care of developing a product with a high degree of recyclability, making it easier for the user and the local recycler to manage it correctly.

AUDITS



We ensure the traceability of the origin of recycled plastics through the GRS and RCS certification in our suppliers.



Socially responsible suppliers audited under the BSCI certification standard.



Certification of raw material of controlled origin in order to preserve sustainability and biological diversity.

Components breakdown



RABS — 22 g of recycled ABS

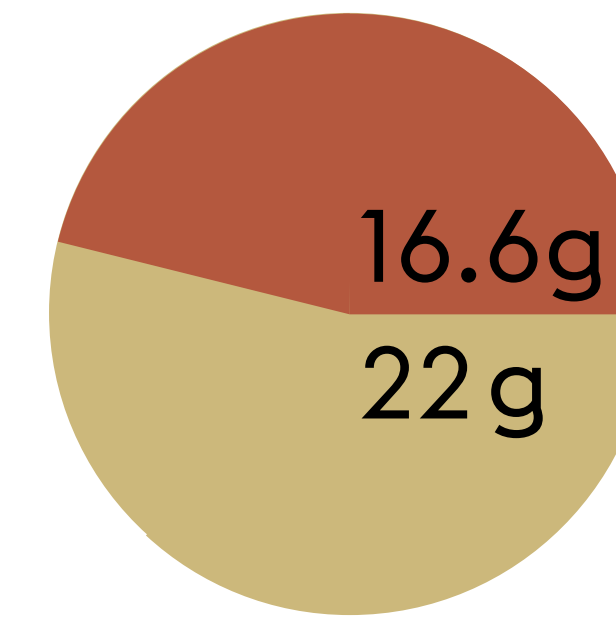
Li-on Battery — 9 g

PCBA — 3.5 g

Driver — 2 g

Other (glue, wire) — 2.1 g

Overall weight — 38.6 g



16.6g

43% OTHER MATERIALS

22g

57% RECYCLED MATERIALS

22 g

The amount of plastic recovered and reintroduced into the chain for each product manufactured

100%

Post-consumer recycled plastic in cases and liners

Materials




rABS

The used RABS is a plastic certified by GRS, considered 100% post-consumer recycled ABS. This way, we manage to reintroduce waste into the production chain and generate new products from them.

ABS is one of the plastics with the highest strength and durability, making it an ideal material for the hard parts of our products.

CASES




Lithium

While not environmentally ideal, the lithium battery is absolutely necessary to enable wireless connection.

The correct management of this material once it has reached its end of life, is essential to ensure the environment.

BATTERY



Inside you can find multiple materials that, thanks to proper management, can be recovered and reused. As we have said, unfortunately this cable will not last forever. Once you get rid of it, please do so by following the suggestions on our site, so that managers can find a new use for:

- Copper
- Coating of internal cables
- Speaker

INTERNAL COMPONENTS



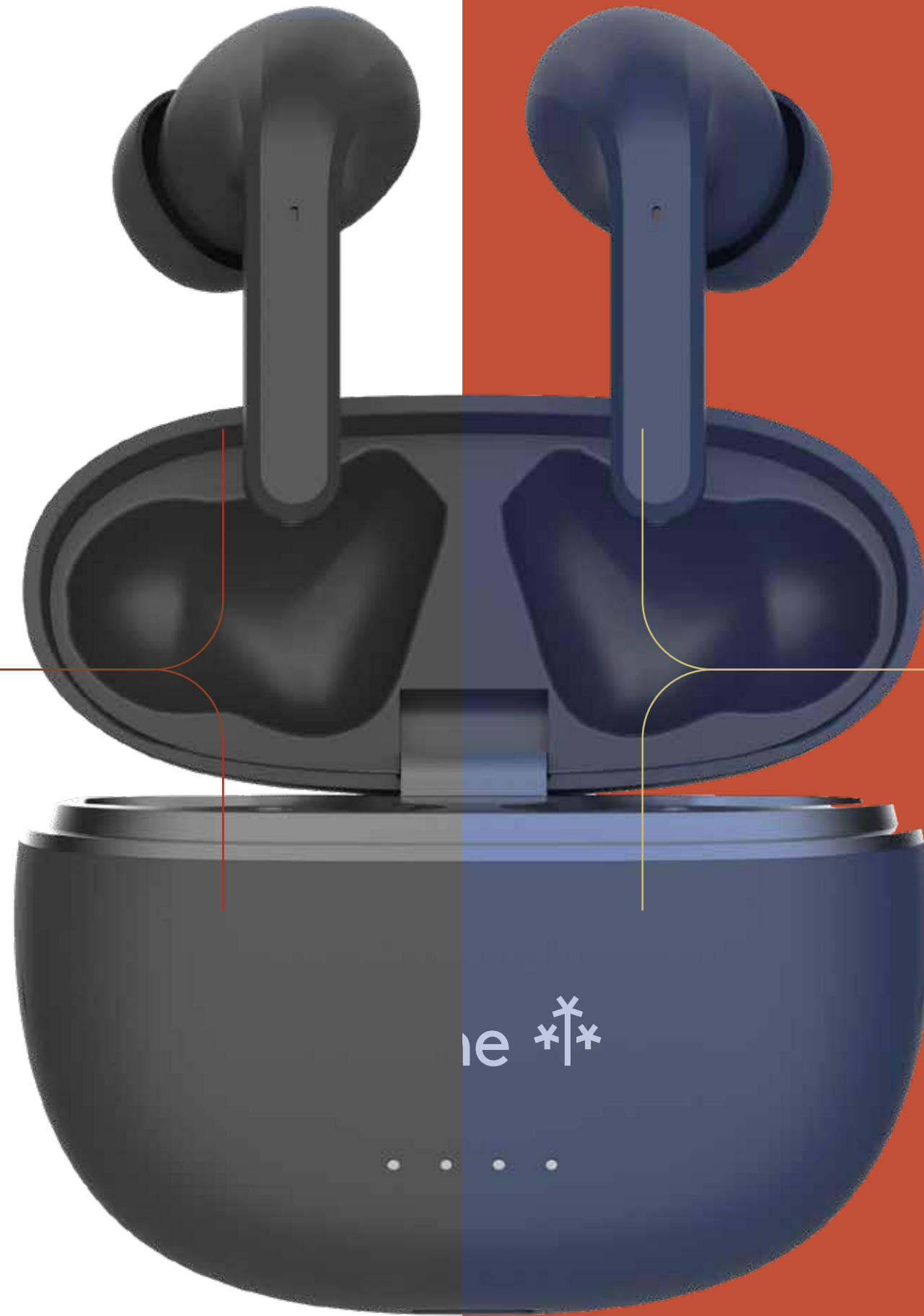
Carton

Our packaging, in addition to not having plastic, glue or varnishes and being printed with vegetable based inks is made of FSC cardboard, certified by the Stewardship Council AC, in charge of ensuring that the world's forests are managed environmentally correct and sustainable, socially beneficial and economically viable in the long term.

PACKAGING

Carbon footprint

ABS in case and earbuds



94%
LESS

According to our calculations, the environmental impact of producing the casing and covers in recycled plastic is almost 20 times less than doing it in virgin plastic.

100% recycled ABS in case and earbuds

INDUSTRY STANDARDS

TWS shells on the market are normally made of ABS, a good quality plastic but with a high carbon footprint.

According to our calculations, the covering materials of a TWS similar to ours but made of virgin ABS, suppose a footprint of 100.3 g/CO₂eq. emitted into the atmosphere during its production.

In addition, these products do not usually have environmental certifications, so the origin and impact of these materials is usually not audited or measured.

SOJA EARBUDS

The decision to produce casings and coverings in recycled plastic considerably reduces the CO₂ emitted into the atmosphere during its production. When producing it this way, only 5.94 g of CO₂ associated with the materials are emitted, **generating an 94% lower impact compared to the standard cable.** In addition to their recycled origin, the plastics used are, in turn, **100% recyclable.**

100.3g / CO₂eq

5.94 g / CO₂eq

Nest

OPTIMIZATION

We minimize the impact in the extraction of materials and in the distribution of the product, optimizing its palletizing and transport.



FSC CARTON

Packaging from renewable sources and managed in an environmentally sustainable way by a responsible entity is part of the decisions that helps us sleep better at night.

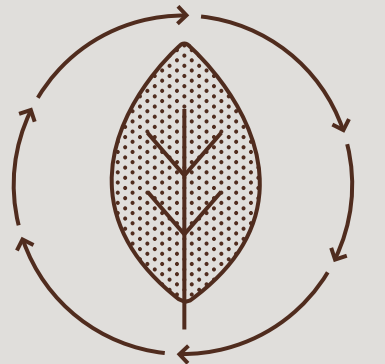
PLASTIC FREE

The blame is not on the material, but on what is done with it, which is why reducing the amount of single-use plastics is key to sustainability. Furthermore, the emissions generated in its production are lower.

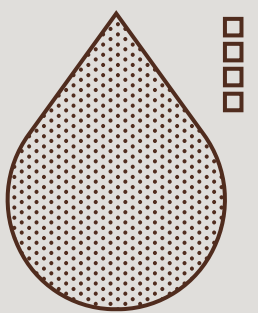
SIMPLIFIED END OF LIFE

Making use of less raw material is not only beneficial during the production process but also simplifies the work when it comes to recycling it. Less is more.

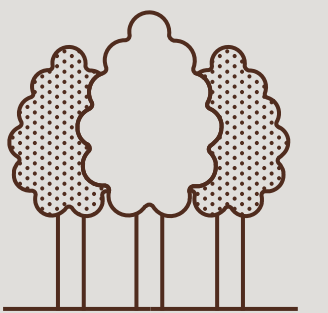
DECISIONS WITH IMPACT



We replace the use of plastics with low-emission materials from renewable sources.



We eliminate varnishes and glues to reduce the number of chemicals and ensure good recyclability. In addition, we only print with vegetable based inks.



The design of this packaging represents a reduction of 91 g of CO2 per box compared to one produced in PVC.

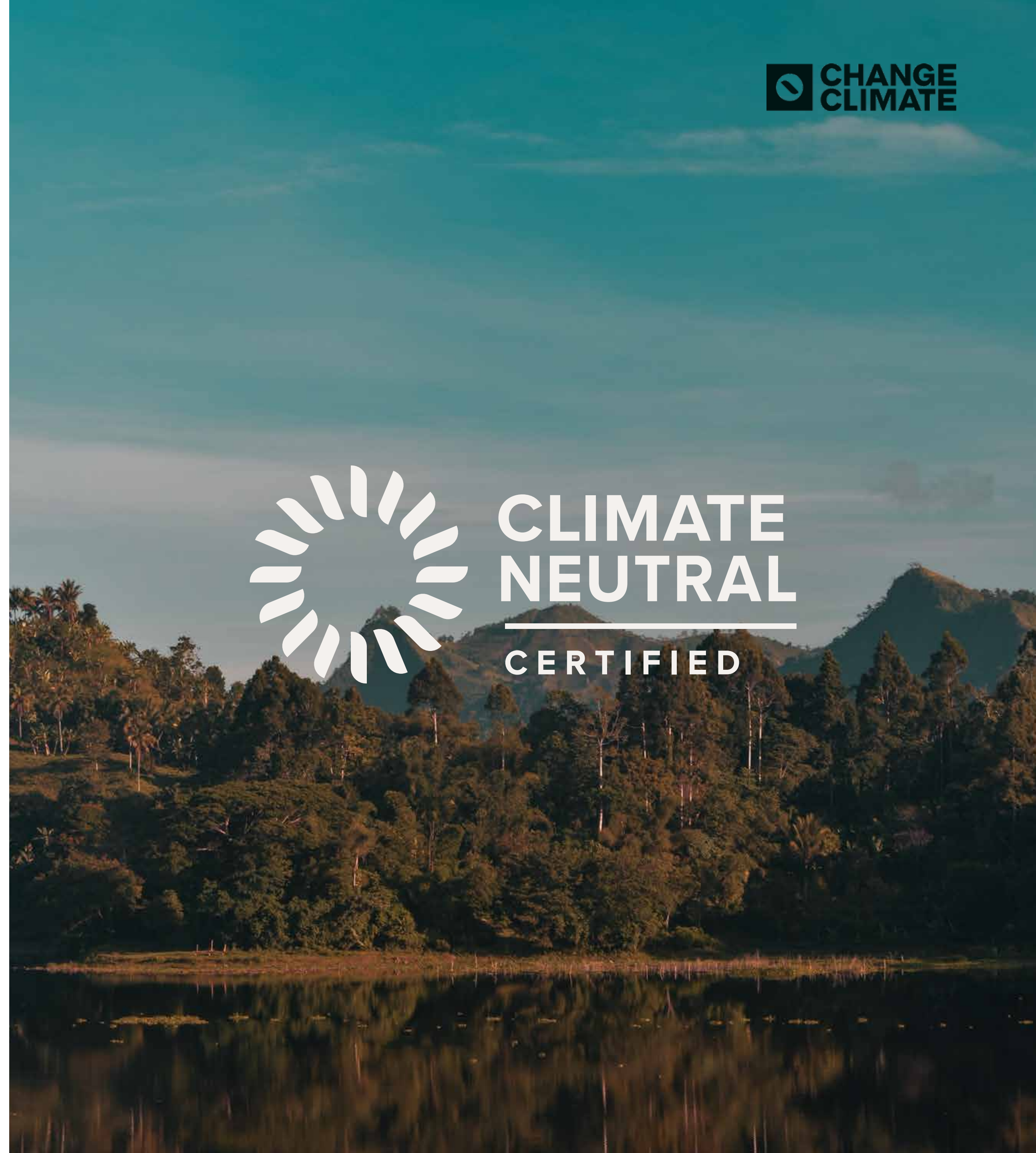
We are Climate Neutral™ Certified

This means that an external and disinterested organization like Change Climate ensures that as a brand we balance the CO2 footprint emitted into the atmosphere as a result of our activity through a 3-step program:

01 We accurately measure every carbon emission caused by our brand, from the raw material until the product reaches your hands.

02 We support conservation projects, backing a variety of strategic projects for planetary health and affected communities.

03 We take on the commitment to continue working on developing and implementing new ways to reduce the impact of the brand's actions.



Consciously made in China

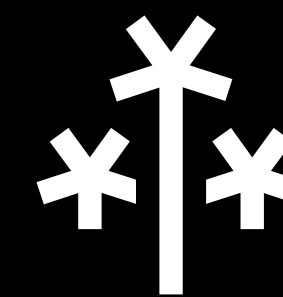
The Business Social Compliance Initiative (BSCI) Standard is an initiative aimed at improving labor conditions in the global supply chain. This standard focuses on labor rights, business ethics, and compliance with certain social norms in companies. BSCI is a protocol that companies can adopt to ensure their suppliers adhere to established ethical principles.

Implementing the BSCI standard involves issues such as the prohibition of child and forced labor, ensuring safe and healthy working conditions, and respecting freedom of association and the right to collective bargaining. This is achieved through regular audits and the assessment of supplier compliance, followed by corrective actions when non-compliance is identified.

By adopting the BSCI standard, companies not only demonstrate social responsibility but also contribute to a more ethical and sustainable supply chain.



Information is power.
Use it.



Let's connect:

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