

2025

FURE

COMPANY PROFILE





Fure is a creative recycling company that focuses on processing plastic waste into high-value and functional products. Founded with a passion to reduce waste and raise public awareness of the importance of a circular economy, Fure combines design innovation with sustainability principles.

We believe that every piece of discarded plastic has the potential to become something useful and aesthetic. Through an independent production process, Fure presents environmentally friendly products that are not only high quality but also provide a unique experience for its users.



Mission & Vision.

MISSION

- Transform plastic waste into functional and aesthetic products with high utility value through efficient and environmentally friendly production processes.
- Educate consumers and communities on the importance of recycling and sustainability through creative content and interactive activities.
- Build networks and collaborate with recycling stakeholders, local communities, and businesses to strengthen the circular economy ecosystem.
- Develop knockdown and custom products that are easy to distribute and offer a personal experience for users.

VISION

To become a creative company that provides sustainable solutions for plastic waste management through product innovation, education, and collaboration—supporting an inclusive and impactful circular economy ecosystem.

The Organization.



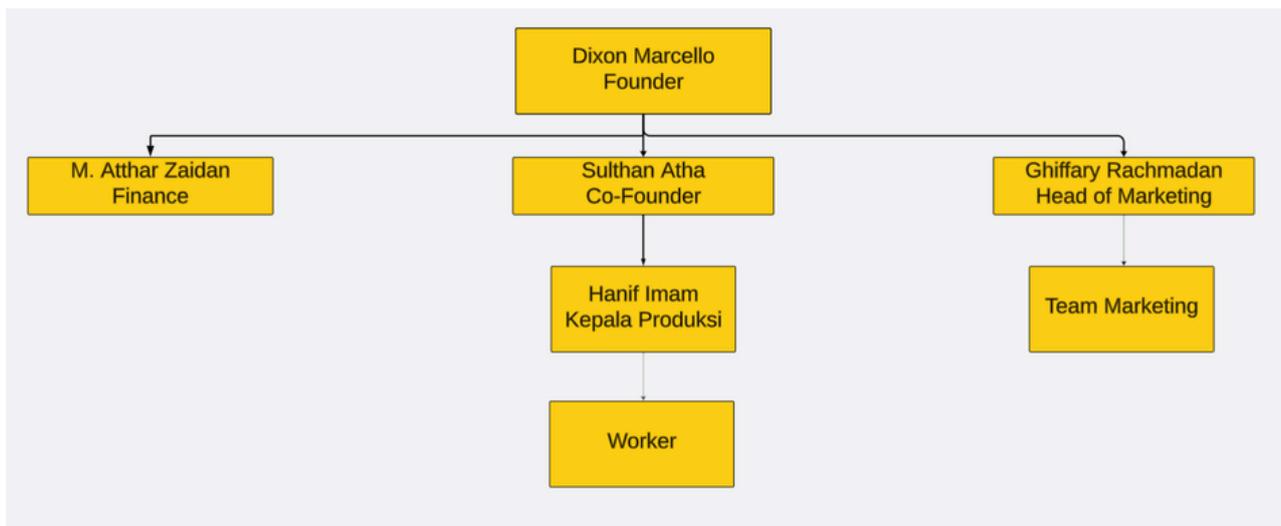
DIXON MARCELLO

FOUNDER



SULTHAN ATHA

CO-FOUNDER





Portfolio

As a company engaged in the processing of plastic waste into innovative products, Fure has been trusted by various clients from various sectors to present environmentally friendly products that are functional and aesthetic. Our portfolio reflects our commitment to presenting recycled plastic-based design solutions, both for commercial needs, agencies, and custom products.

Here are some of the clients and projects that we have worked on as a real manifestation of Fure's contribution in supporting the circular economy and the campaign to reduce plastic waste.

BRAND COLLAB



**MAXY
ACADEMY**



INDONESIA
tbn

alpa



BASECAMP
Board Game Cafe & Store



MOMENTS®



PASTELAB

Lini|Kopi
ld



da



Fure collaborated with Afterwork to produce coasters, trays, display product, and etc from recycled plastic. Through this project, we managed to process more than **70 kg of plastic waste** into coasters, trays, Display Product while supporting the implementation of the circular economy principle.



CUSTOM COLOR



ARTIC



POLKA



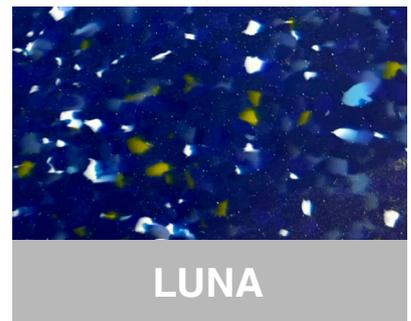
Fure collaborated with Tiga Delima Coffee in creating information and event display products, as well as coasters made from recycled plastic. In this project, we managed more than **30 kg of plastic waste**, which was processed into functional products for branding and shop operations.



CUSTOM COLOR



NIRVANA

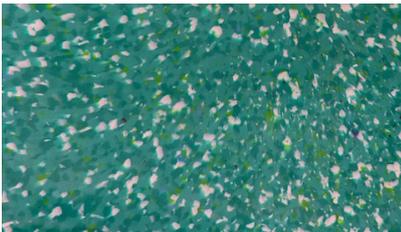


LUNA

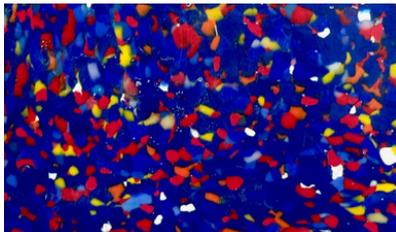


ALOFA

Fure collaborated with Alofa Coffee to create tables, chairs, medals, and cup holders. In this project, we managed more than **80 kg of plastic waste**, which was processed into functional products for branding and shop operations.



MINTY



LAVASPLASH



LUNA



Fure collaborated with Ajinomoto Agridev to create coasters using **10% recycled plastic from Ajinomoto** products. In this project, we managed more than **5 kg of plastic waste**.



PALKIA



FURE



st. bernard coffee

Fure collaborated with St. Bernard Coffee to produce coasters and trays from recycled plastic. Through this project, we managed to process more than **45 kg of plastic waste** into coasters and trays, while supporting the implementation of the circular economy principle.



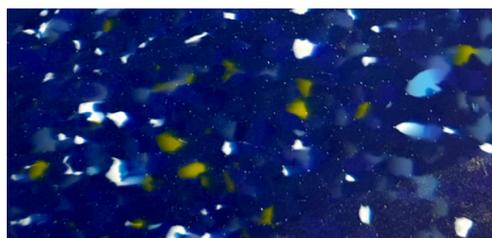
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POLKA



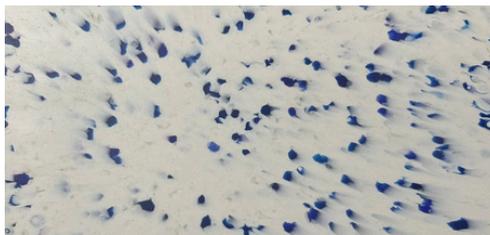
Fure collaborated with Basecamp Boardgame to produce coasters from recycled plastic. Through this project, we managed to process more than **5 kg of plastic waste** into coasters, while supporting the implementation of the circular economy principle.



LUNA



Fure collaborated with Maxy Academy to produce coasters from recycled plastic. Through this project, we managed to process more than **12 kg of plastic waste** into coasters, while supporting the implementation of the circular economy principle.



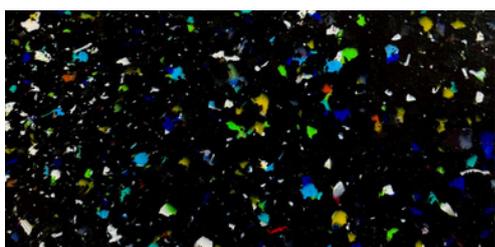
ARTIC

From bottle caps to coffee moments.



Lini|Kopi id

Fure collaborated with Lini Coffee to produce coasters from recycled plastic. Through this project, we managed to process more than **24 kg of plastic waste** into coasters and table, while supporting the implementation of the circular economy principle. This collaboration will continue to create more recycled products, with Lini Coffee committed to taking responsibility for the waste they generate.



Milky Way

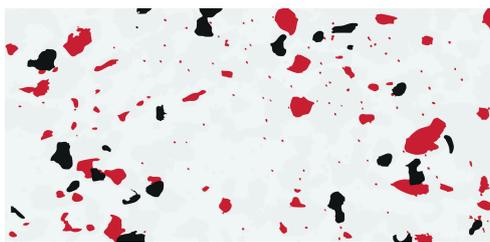


POLKA



MOMENTS®

Fure collaborated with Moments Coffee to produce top table from recycled plastic. Through this project, we managed to process more than **65 kg of plastic waste** into top table, while supporting the implementation of the circular economy principle. This collaboration will continue to create more recycled products, with Moments Coffee and space committed to taking responsibility for the waste they generate.



CUSTOM COLOR



Fure collaborated with Hi Pals to produce top table and coaster from recycled plastic. Through this project, we managed to process more than **15 kg of plastic waste** into top table and coaster, while supporting the implementation of the circular economy principle. This collaboration will continue to create more recycled products, with Hi Pals committed to taking responsibility for the waste they generate.



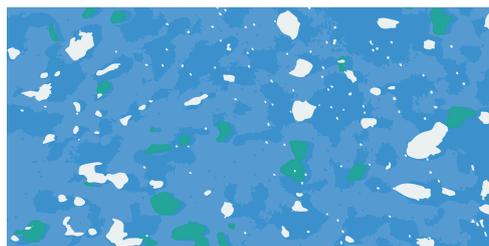
CUSTOM COLOR



CUSTOM COLOR



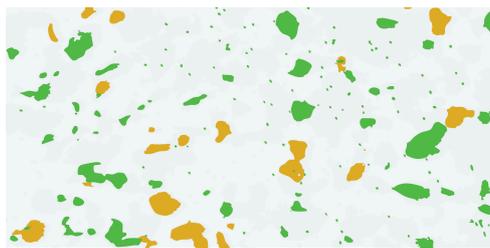
Fure collaborated with Baniu to produce Menu Board from recycled plastic. Through this project, we managed to process more than **5 kg of plastic waste** into Menu Board, while supporting the implementation of the circular economy principle.



CUSTOM COLOR

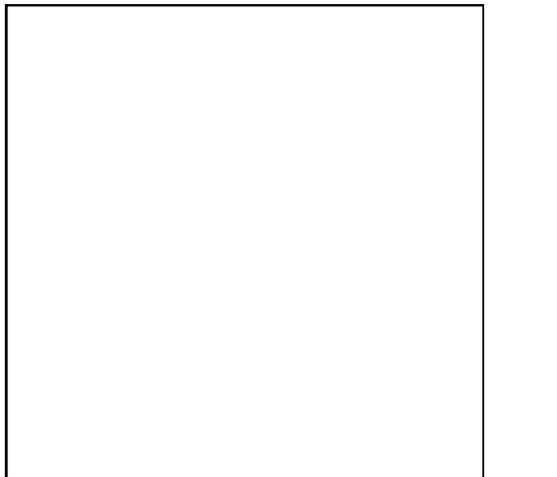


Fure collaborated with UPN “Veteran” Jawa Timur to turn over **15 kg of campus plastic waste** into recycled coasters, supporting the university’s Green Campus initiative and Circular Teaching Industry. This partnership strengthens our shared commitment to responsible waste management and continuous creation of recycled products.



CUSTOM COLOR

Recycled Plastic Sheet



60CM

60 X 60 X 1 CM

4,2KG

60 X 60 X 1,5 CM

5,9KG

60 X 60 X 2 CM

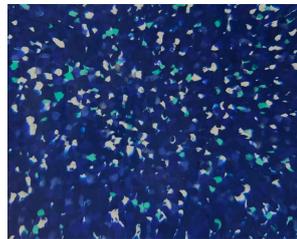
7,9KG

60CM

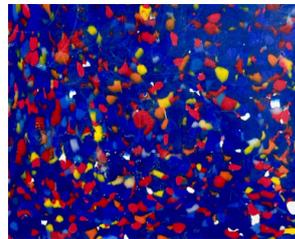
Material Colorway



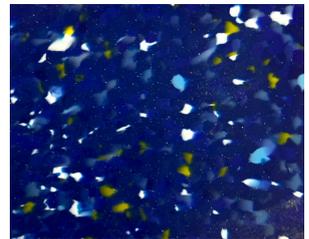
Artic



Azure



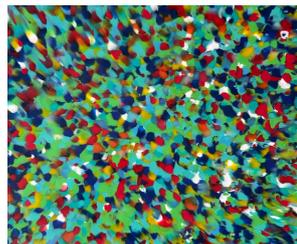
Lavasplash



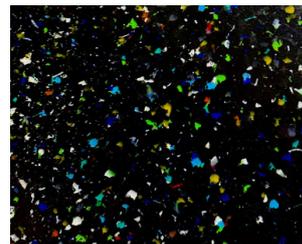
Luna



Koi



Tidal Bloom



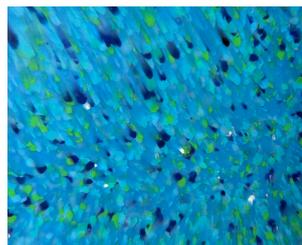
Milky Way



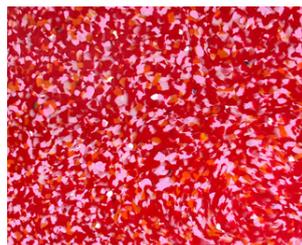
Minty



Nirvana



Nirwana



Palkia



Polka

special colors can be customized

Mini Product



Mini Workshop



Fure also conducts Mini Workshops designed to educate the public on how plastic waste can be transformed into valuable products. Through simple tools and hands-on guidance, participants learn to process discarded plastics into unique and meaningful keychains—showing that anyone can take part in reducing waste while creating something useful and inspiring.

Custom Product

Fure serves custom product manufacturing according to customer needs and requests. Each product is designed based on the specifications submitted, from size, shape, to visual design. With this approach, Fure not only presents functional products from recycled plastic, but also provides flexibility for customers to get solutions that suit their needs.



FURE



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