



vosflips.com

MEDIA KIT

Table of Contents

Pg. 3) Our Unique Story / **Pg. 4)** Global Social Initiative
Pg. 7) Global Recognitions
Pg. 5) Eco-Products / **Pg. 6)** Certifications
Pg. 8) FAQ & Facts / **Pg. 9)** Contact Info

OUR UNIQUE STORY

Our Founder, José Alejandro Flores, was born with an unconventional identity by having charismatic parents of both U.S. and Guatemalan nationalities, therefore inheriting dual citizenship of the aforementioned countries from inception. This provided him with a bona fide perspective on the world from a very young age as he continually lived and traveled between the underdeveloped and developed worlds and has always been intrigued by global cultures, cuisines, languages and most importantly the realistic challenges which are faced around the globe.

After spending his childhood developing a firm foundation for his principles and values, he went on to acquire his International MBA and habitually developed the skills required to be an effective international entrepreneur. In addition, he continually applies his invaluable knowledge acquired by his multi-national corporate experiences over the years and his ongoing exposure to a culturally diverse environment.

Having philanthropic and eco-conscious principles ingrained since childhood, it was very organic for our Founder to establish an eco-conscious brand that directly represents his personal lifestyle. Hence, there was not a eureka moment in which he became inspired to establish VOS® but instead it was his lifelong experiences that instinctively came together.

The inspiration of VOS® as a brand name was directly inspired by the flavor of Spanish that our Founder speaks which is spoken in various regions of Central & South America. The “vos” expression actually means “you” as it is a colloquial version of the formal “vosotros” Castilian spoken in Spain.

The conception of creating a 100% recyclable natural rubber collection of flip flops to initially represent VOS® was born more than a decade ago while our Founder was spending prolific time in Brazil and other South American countries. This idea was coupled with his lifelong exposure to the global sport of soccer, where feet & shoes are an integral part of the beautiful game.

The providing of healthcare & education to the agricultural communities that cultivate the sustainable raw material used in the VOS® natural rubber flip flops was a direct inspiration through our Founders exposure to the need of the same. For many years he volunteered his time as a linguistic translator with organizations that provide medical attention to rural indigenous communities in Latin America where he was able to identify an array of problems that are prevalent throughout the region.

Being fortunate enough to acquire a formal education himself, our Founder is a huge advocate of education in all of its forms. Therefore he was empowered to build and support programs that provide educational opportunities to communities and individuals that do not readily have access to them. The providing of shoes to individuals that do not have proper footwear was an inspiration of our Founder’s passion for the global sport of soccer. Growing up, he would collect used soccer shoes and balls in the U.S. and would take them with him to give to underprivileged individuals in Latin America.

Every chance he would get, he’d play soccer with local members of the communities and he always found so many individuals playing barefooted on an array of surfaces. This in-turn enlightened him to the reality of the billions of people around the globe that cannot afford basic footwear — nonetheless healthcare and education.

As our Founder continually says, “when you know better, you should do better.”



GLOBAL SOCIAL INITIATIVE

FOOTWEAR



HEALTHCARE



EDUCATION



FOR EVERY PAIR SOLD, WE

GIVE+

A PAIR TO SOMEONE IN NEED

GIVE+

HEALTHCARE & EDUCATION

RECYCLE+

YOUR NATURAL RUBBER FLIPS

NATURAL RUBBER



People + Planet + Profit + Consumer = Triple Bottom Line **PLUS**

CERTIFICATIONS



United Nations Global Compact



ECO-PRODUCTS



Canary Red



Eco Navy



Midnight Black II



Pearl Brown



Sterling Silver



Pearl Sky

Wholesome Facts	
Serving Size: 1 Pair of Flip Flops	
Made in the Americas - Guatemala	
Amount Per Flip Flop	
	% Value
United Nations Global Compact Certified	100 %
Green America Certified	100 %
Vegan Certified	100 %
Youth Trade Certified	100 %
Ingredients:	
Recyclable Natural Rubber *	100 %
Ethically Sourced	100 %
Sustainably Cultivated	100 %
Afford to Care Donation	
Healthcare & Education	10 %
<i>afford to care</i>	
www.vosflips.com	
<small>* Our flips' natural rubber latex is so natural it may cause an allergic reaction in some individuals.</small>	
Please Recycle	



Men's 6 - 11
Women's 7 - 12



Azzurri Blue



Canary Black



Chocolate Brown



Eco Navy



Gris Black



Midnight Black II

GLOBAL RECOGNITIONS



FAQ & FACTS



How many pairs of shoes have been donated to needy individuals in Guatemala to-date by VOS®?

20,000+ pairs of shoes



What specific concrete steps has or is VOS® undertaking to ensure on-the-ground that there is no child labor in its direct operations or in its supply chain?

VOS® supports the United Nations Global Compact with one of the basic requirements being to always put the best interest of the child in focus. Their work is also based on the ILO (International Labor Organization) Convention number 138 (1973) concerning minimum working ages, and the ILO Convention number 182 (1999) concerning worst forms of child labor. This is regulated in a special child labor code of conduct, "The VOS® Flips Way of Preventing Child Labor."



What specific steps does VOS® undertake to ensure that all the rubber it purchases is produced from sustainable sources?

VOS® has strategically partnered with the Gremial de Huleros who is the governing body of the Natural Rubber Industry in Guatemala and is currently sourcing from one of the natural rubber farms which they administer. Together, both organizations oversee the supply chain of the sustainable resources that are purchased to manufacture VOS® eco-products. They monitor progress via self-assessments and progress reports, using a system developed for this purpose. An ongoing part of their work is to equip their procurement managers with the knowledge and understanding of sustainable sourcing which they do through regular training.



What specific outreach programs and efforts is VOS undertaking in Guatemala as well as in other countries to change consumer attitudes about their everyday purchases?

VOS® has designed various outreach programs in the United States and Guatemala through strategic partnerships with other organizations that provide very viable mediums to positively change consumer attitudes. In Guatemala, VOS formed part of the initial brands to support G!VE Guatemala, an initiative spearheaded by the daughter of of an ex-President and the current Mayor of the City of Guatemala. G!VE Guatemala strives to provide the Guatemalan consumer marketplace with a viable option to purchase sustainable products that are empowering the local region through strategic partnerships with 10+ Foundations in which a percentage of each sale of product is provided to support a foundation that administers community empowerment in a broad range of arenas.

In the United States, VOS® has partnered with the Whole Planet Foundation and supports their micro-credit program that is administered in 52 countries across the globe. VOS® provides funding support from the sales of their products in Whole Foods Market stores, so that Whole Planet Foundation can in-turn provide grants to micro-finance institutions in Latin America, Africa and Asia who in-turn develop and offer micro-enterprise loan programs, training and other financial services to the self-employed poor. VOS® has also partnered with Soles4Souls and jointly designed a recycling program that provides the consumer marketplace in the United States with recycling options across the country.

IT IS NOT ABOUT THE FLIP

but the philosophy behind it



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vosflips.com

United States

4007 McCullough Avenue #309

San Antonio, TX 78212-2420

T: +1.210.881.0452

F: +1.210.735.0170

E: support@vosflips.com

Guatemala

10a Avenida 17-01 Res San José

San José de las Fuentes II, Oficina G-15

San José Pinula, 01052 Cd. de Guatemala

T: +502.5376.5446

E: support@vosflips.com