

FOR RELEASE AFTER 6AM, WEDNESDAY 27th AUGUST 2014

Contact: Michael Sly Founding Director—Wilding & Co Phone: +64 21 539 811 Email: michael@wilding.co Website: www.wilding.co	Contact: Mathurin Molgat Founding Director—Wilding & Co Phone: +64 21 500 050 Email: mathurin@wilding.co Website: www.wilding.co
---	---

August 26, 2014

Wilding & Co has been selected as a Finalist for SXSW Eco's Startup Showcase Competition.

Wilding & Co, a social enterprise from Queenstown who are developing an environmentally friendly solution to the country's wilding pine problem, has been selected as a finalist in the Social Impact: For-Profit category for SXSW Eco's entrepreneurial pitch competition. The Startup Showcase takes place on October 6-7, 2014 at the Austin Convention Center in Austin, TX.

The Startup Showcase, now in its third year, is a rapid-fire pitch competition spotlighting innovative early stage companies in the areas of greentech, cleanweb and social impact. The 8 finalists in each of these categories were selected out of a pool of hundreds of applicants from around the world and will compete at SXSW Eco in front of a live audience and panel of Judges from companies the likes of Target, Shell Technology Ventures, the Whole Planet Foundation, New Enterprise Associates (NEA) and Sprint. In the past two years, participating companies have gone on to raise over \$27M in funding and acquire global brands as clients.

The emcee for the Social Impact category will be William McNulty, cofounder of Team Rubicon, a Finalist from the 2013 Startup Showcase. Judges will include Courtney Bickert (United Nations Foundation); Carey Meyers (The Rockefeller Foundation); Steve Wanta (Whole Planet Foundation); Cody Nystrom (SJF Ventures); Gene Han (Target).

Wilding & Co is a New Zealand business, founded by good friends, Queenstown locals and long-time design collaborators, Michael Sly, Mathurin Molgat and Dave Turnbull. The new social enterprise offers an environmentally sound solution to the threat of wild pine trees. Once harvested, the trees are processed into valuable essential oil and biomass (the material leftover from oil distillation, used in the production of biodiesel).

Michael Sly, founding director of Wilding & Co says, "The solution to our self-seeding pine problem, was quite literally, sitting under our noses. The essential oil we produce from the harvested pines is the highest quality found anywhere, and the energy we stand to use from our own biomass makes us a very cost-effective—not to mention green—business."

The Wilding & Co team are proud to be selected to pitch on the world stage. A contingent will be travelling to Texas in early October 2014 to represent the next generation of eco-friendly thinking from New Zealand. Mathurin Molgat, who will be presenting at the SXSW Eco event, exclaims that having “SXSW recognise the potential for this game-changing idea is enormous validation for the concept and the team. Our self-funding methodology will have both a direct social and environmental impact, making it a sound ‘eco-logical’ business.”

“Each year, we are honoured to spotlight the companies that are offering the most innovative new solutions to our social and environmental challenges,” said Carolyn Harrold, SXSW Eco Startup Programming Producer. “This year’s finalists were selected out of our most competitive applicant pool yet, and we look forward to the excitement they will bring to the stage and the change they will drive in the coming year.”

For a complete list of SXSW Eco Startup presenters, visit the following site:

<http://sxsweco.com/startup-showcase/finalists>

About SXSW Eco

Now in its third year, SXSW Eco attracts a global community to explore, engage and co-create solutions for a sustainable world. A uniquely inclusive platform for professionals, SXSW Eco examines the critical challenges of our times through a kaleidoscopic lens of design innovation, policy tipping points, technological breakthroughs, conservation practice, entrepreneurial spirit and a culture of creativity to transform inspiration into action. The conference takes place October 6-8, 2014 at the Austin Convention Center in Austin, Texas. SXSW Eco is sponsored by Austin Energy, Austin Technology Incubator, Lagunitas, the Austin Chronicle and KDRP.

About Wilding & Co

Wilding & Co aims to contain thousands of wilding pines, every year, through the production of beautiful household and commercial cleaning products—based on natural essential pine oil, along with sales of raw pine oil to overseas markets.

Wilding & Co has developed a world-first mobile vacuum distillation ‘still’ that can process wilding’s on-site and produce remarkably high quality essential oils.

By making use of resources otherwise wasted, Wilding & Co empowers consumers and businesses alike to make a direct and positive change to New Zealand’s natural environment. The mission is to enable the containment of wilding pines with a self-sustaining business model.

Facts about wilding pines

Wild pine trees are an introduced species that grow up to 20 times faster in NZ than Canada; when uncontrolled, they strangle our native environment.

In the South Island, around 200,000ha is now considered to be under threat by wilding spread. A further 600,000ha requires some degree of control. In the North Island, estimates stand at 300,000ha affected by wilding conifers at various densities.