



RALPH  LAUREN

IN A BOX

SG BLOCKS

EFTA01118079

THINK INSIDE THE BOX...



SOPHISTICATION | STYLE | LUXURY | ELEGANCE



SG BLOCKS BRINGS THEM ALL TOGETHER INSIDE A BOX...

SG BLOCKS

EFTA01118081

WHY THE BOX ?

- ❑ Precise marketing strikes at your most desirable locations and events in the world. The BOX has no down season as your store can follow the sun.
- ❑ The BOX offers custom designed, mobile marketing platforms that will align with Ralph Lauren's brand identity and unique merchandising and sales capabilities.
- ❑ The BOX is easily transportable and can be deployed to any location or event in the world.

FURTHERMORE, THE BOX IS...

- ❑ *Chic & Versatile:* SG Blocks is a design driven company that pays attention to versatility. We have a taste for redesigning and reconstructing shipping containers into one-of-a-kind masterpieces for our avid clients.
- ❑ *Fast:* Depending on complexity of design, stores can be ready and delivered anywhere from two weeks to two months.
- ❑ *Affordable:* Without a fixed site, mobile stores offer enormous savings over permanent ones.
- ❑ *Mobile:* Can be dismantled and relocated. This makes The BOX a leading option in temporary or transitional building construction for the retail industry.

SAFE & GREEN

SG BLOCKS provides one of the lowest embodied energy utilization platforms of any structural building product on the market today, making it the environmental leader in mobile retail.

NOTABLE RETAIL PROJECTS

- ❑ SG Blocks already has imperative experience working with leading retail brands including Puma and Mini Cooper.
- ❑ SG Blocks will design, engineer and build to the exact specifications that are internationally recognized with the brand identity of Ralph Lauren.
- ❑ As part of its services, SG Blocks will handle permitting, transporting, maintaining and storing its unique products.

PUMA MOBILE

South Street Seaport, NYC



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MINI COOPER

Stratton, VT



MINI COOPER



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MINI COOPER

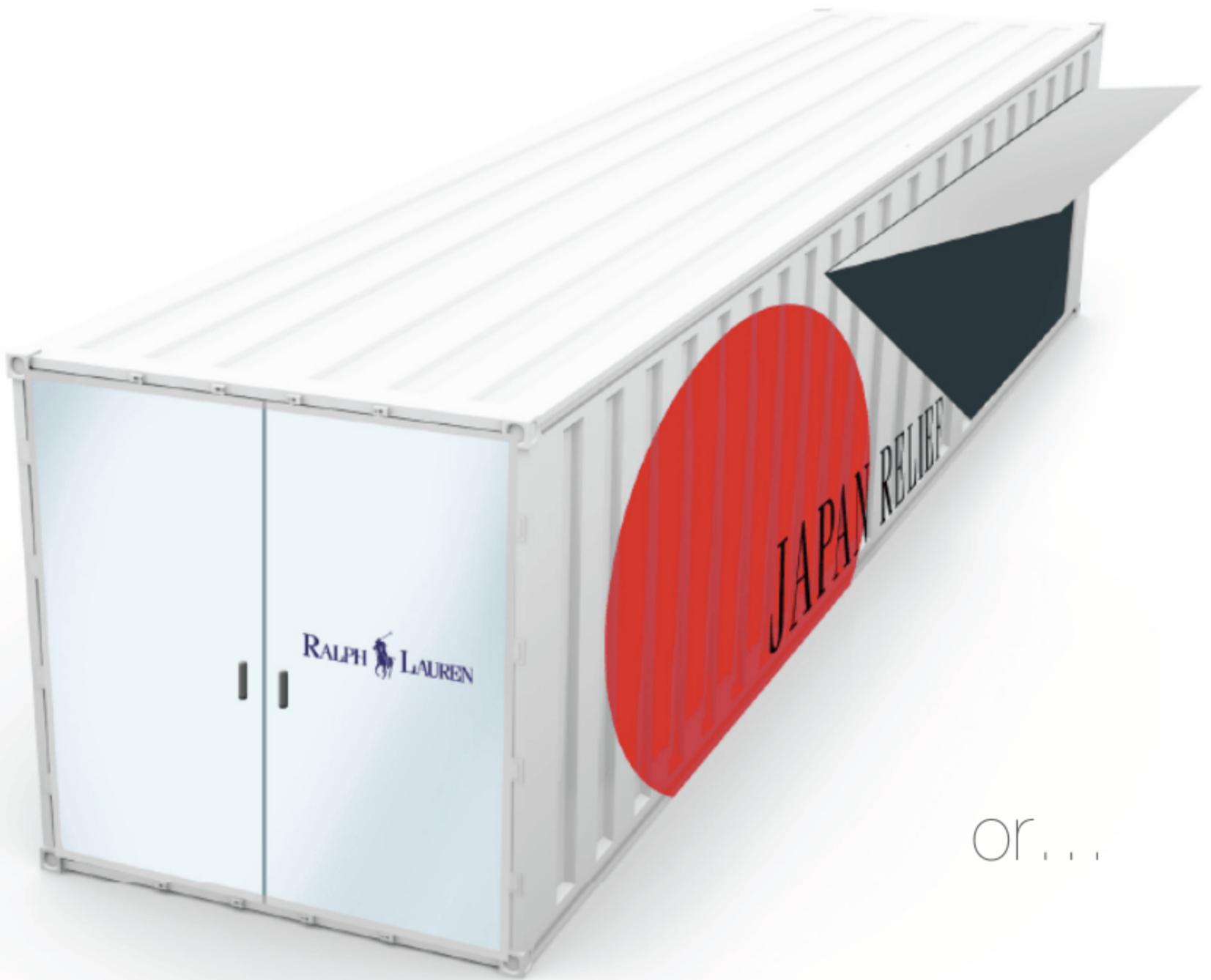


ADDITIONAL APPLICATIONS

- ❑ With flexible design capabilities, SG Blocks' unique products are not limited to retail solutions.
- ❑ With its exclusive events all around the globe Ralph Lauren can utilize The BOX for its efforts in raising awareness for its brand.

Whether it's for
spreading
philanthropy





or...

...showcasing **Ralph Lauren** branding partners



SG BLOCKS | COMPANY OVERVIEW

- ❑ SG Blocks provides sustainable building systems through the conversion of used code engineered cargo shipping containers into Safe & Green Building blocks used in all types of building construction.
- ❑ With our strategic partners we redesign, re-engineer and repurpose our products for commercial, industrial and residential building construction.
- ❑ For retailers, SGB provides alternative structures for events and mobile stores in an effort to raise their brand awareness, which are greener, safer, faster, stronger and a fraction of the cost.

SG BLOCKS | SERVICES PROVIDED

- ❑ Project management according to client's specification, budget and timeframe.
- ❑ Coordination of the building erection, cladding and finishes according to the approved plans.
- ❑ Turnkey projects feature the delivery of a finished building to the owner or operator after the design phase is complete.

SG BLOCKS | PRESS



"...Using containers to build homes has increasingly become a trend in the past several years because it can be cheaper and faster than using traditional construction methods. There are also plenty of containers at most major ports..... SG Blocks, a company whose name stands for safe and green blocks, has made a business from the container overflow..."



"...PUMA redesigned the massive retail container space to create a new space in New York to coincide with FIFA World Cup 2010... PUMA City NY, features two separate shipping containers configured as a retail space by architects LOT-EK and builders SG Blocks..."



"...shipping container homes are moving into the mainstream, as architects and builders recognize the economic and environmental benefits of working with the giant Lego-like steel boxes.... a two-story office building for the U.S. Army in Fort Bragg, [REDACTED]. Designed by the St. Louis, Mo.-based architecture firm the Lawrence Group, the building was made from 12 shipping containers converted by SG Blocks..."



"...Helping Out in Haiti...Hundreds of thousands of people are sleeping in the streets -- using bedsheets as tent tops -- and cinder blocks from their fallen homes for walls out in the street, for fear that a truck might run them over.... SG Blocks donated six 50-foot earthquake-proof shipping containers..."

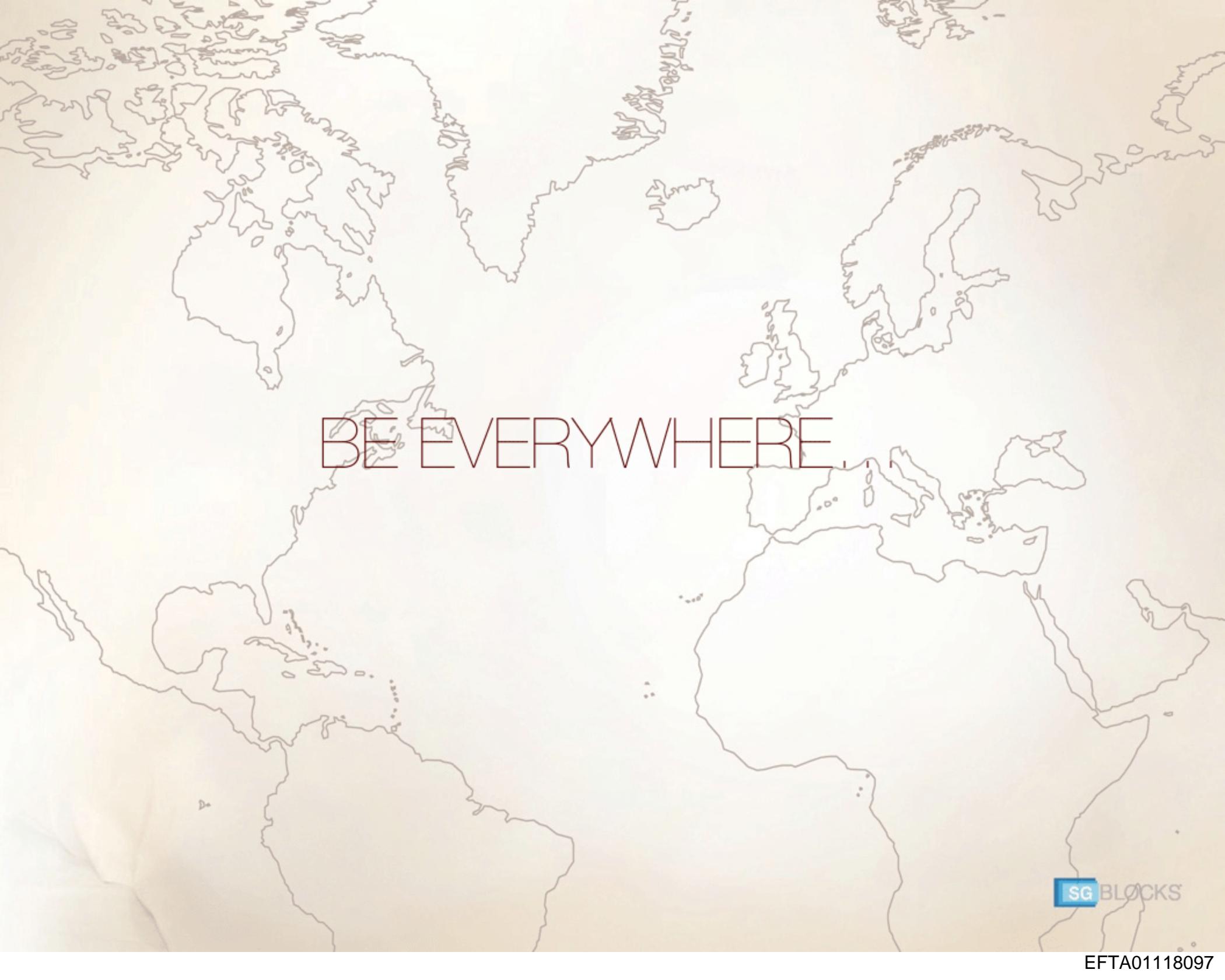


"...As the home-building industry becomes ever greener, it's still overlooking one abundant source of reusable material: international shipping containers...SG Blocks has partnered with each player in the chain to husband the materials from raw containers sitting dockside to a completed house..."



"...SG Blocks finds new life for decommissioned cargo containers... They are extremely strong and have all the necessary floor systems and structural elements because they were built to hold 60,000 pounds of cargo..."

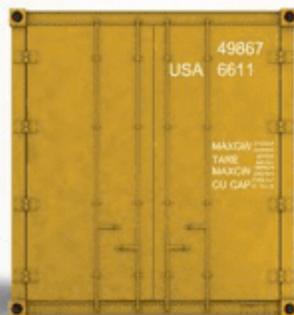




BE EVERYWHERE.



... AT ANYTIME



SG BLOCKS PUTTING

RALPH  LAUREN

...ON LOCATION

