**Mountain partners with Plastic Bank to extract 25000kg of ocean-bound plastic**

**Freiburg, May 12th, 2020** – Mountain just released their Everest Keyboard on Kickstarter in March and now announces a new partnership with Plastic Bank, a social enterprise that offers an internationally recognized root cause solution to preventing ocean plastic pollution.   
  
Ocean plastic is a global crisis, with the equivalent of one dump truck load of plastic every minute entering the world’s oceans, mainly from Asian countries.¹ At the same time, many communities affected by plastic pollution face high levels of poverty.  
  
Plastic Bank is empowering the world to stop ocean plastic. Plastic Bank builds ethical recycling ecosystems in coastal communities, and reprocesses the materials for reintroduction into the global manufacturing supply chain.

“In this day and age everybody should think about our environment and what can be done to protect it.”, stated Tobias Brinkmann, CEO & Founder of Mountain. “We take our social responsibility very seriously and aim to do our part in preserving our precious planet. Minimizing the environmental impact of the production and distribution of each Everest keyboard played a large part in our design philosophy.”

Mountain’s user-centric design philosophy is built on four pillars: Innovation, Performance, Aesthetics and Modularity. The Everest keyboard includes patent-pending features, designed from the ground up using highest quality materials and is built to last longer. Mountain is aware that lesser quality products break easily, requiring replacements to be produced, more plastic wrapping to ship out those replacements, and more wastage when faulty parts are eventually disposed of. The high build-quality of every Everest helps alleviate the issue of wastage, with the custom-made components ensuring a long lifespan. Mountain also avoid using plastic materials as much as possible in their packaging, the plastic they do need to use will be recyclable.

“We can't eliminate packaging entirely, but we have created packaging that can be repurposed to store your accessories after you remove your Everest keyboard from it.”, Brinkmann added. “In addition, Mountain has committed to supporting Plastic Bank’s Impact Guarantee Program. By purchasing our product, you will support extracting 25000kg of ocean bound plastic from the environment in 2020 in partnership with Plastic Bank.”

Plastic Bank is revealing the value in plastic waste. Plastic Bank transfers the value into the hands of collectors by paying a bonus in addition to the market price for the plastic they collect. The recycled material produced by Plastic Bank Ecosystems is called Social Plastic® because it provides both an environmental and social benefit.

“We highly welcome startup companies like Mountain in our corporation network.”, said Noah Katz, Business Development of Plastic Bank. “Each partnership will help to stop ocean plastic and improve the lives of those who collect it. As a startup, Mountain is setting an important example for everybody to take on social responsibility irrespective of the size and age of a company.”

For more information about Plastic Bank visit [Plastic Bank](https://plasticbank.com/). To learn more about the Mountain Everest Keyboard, visit [www.mountain.gg](http://www.mountain.gg/). Mountain products are now available for pre-order in our [shop](https://mountainggshop.com/).

**About Mountain**

With user-centric design at heart, Mountain creates innovative, premium gaming peripherals that can be customized to suit your needs. "Reach Your Summit" is the mantra of Mountain. We are dedicated to providing you with modularity and features that create an unparalleled personalized experience.

Our vision is for gamers to have what they need to perform, through uncompromising innovation, pioneering design, supreme quality, and customizable style. The #1 goal is front-and-centre in everything we do: to design and launch the absolute best products in the market.

Some of us are old school gamers, starting out with Quakeworld on PC and Samurai Shodown on the Neo Geo. Others battled through the World of Warcraft or climbed the ranks in Counter-Strike. We think that, like the ever-evolving PC hardware industry, competitive and recreational gaming is as much about the journey as it is about the destination.

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¹ World Economic Forum, Ellen MacArthur Foundation and McKinsey & Company, The New Plastics Economy — Rethinking the future of plastics (2016, http://www.ellenmacarthurfoundation.org/publications).