

How to Make the Transition to an Eco-Friendly Manufacturing and Production Process

Move one step closer to becoming
an eco-friendly and sustainable brand.

weavabel®

See something you'd like to read immediately? Click on the headings below to jump straight there.

What Impact Has the Fashion Industry Had on the Environment?

03

How Can Production Processes Be More Eco-Friendly?

10

How Have Consumer Trends in Sustainability Evolved?

06

How to Make the Transition

12

What Are World-Leading Fashion Brands Doing Right Now?

08

Adopt a Sustainable Brand With Weavabel

15



What Impact Has the Fashion Industry Had on the Environment?

The fashion industry has had a disastrous impact on the environment. When you consider that it's the second-largest polluter in the world - just after the oil industry - it's clear that it's time for a change.

However, environmental damage will only continue to increase as the industry grows and becomes more popular than ever. To put this into perspective...

Fashion and...

Water Pollution and Consumption

20% of industrial water pollution comes from textiles treatment and dying.

1.5 trillion litres of water is used by the fashion industry each year.

200 tonnes of industrial water pollution comes from textiles treatment and dying.

Fashion and...

Rainforest Destruction

5% of the global apparel industry uses forest-based fabrics.

70 million trees are cut down each year to make garments.

30% of rayon and viscose clothing comes from ancient and endangered forests.



Fashion and...

Microfibres in Oceans

Twice as many particles are released by older garments compared to new.

19,000 tonnes of textile microplastic fibres end up in our oceans each year.

85% of human-made debris on the shorelines across the world are microfibres.



Fashion and...

Soil Degradation

Degraded soil will see a **30%** decrease in food production within 50 years if nothing changes.

93% of the world's soil degradation is caused by overgrazing, agriculture and deforestation.

90% of Mongolia's surface is facing the threat of desertification, mainly due to the breeding of cashmere goats.



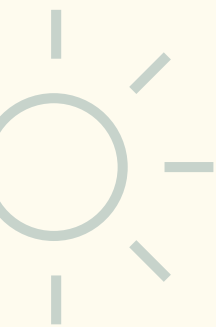
Fashion and...

Waste

Only **15%** of our garments are recycled or donated.

Today, the average lifetime of a garment is **three years**.

5.2% of the waste in our landfills are textiles.



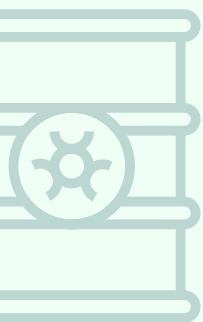
Fashion and...

Greenhouse Gas Emissions

400% more carbon emissions are produced if garments are worn five times instead of 50 times.

23kg of greenhouse gases are generated for each kilo of fabric produced.

70 million oil barrels are used each year to produce polyester.



Fashion and...

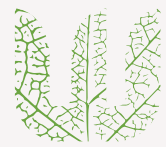
Chemicals

27% of the weight of a '100% natural' fabric is made of chemicals.

23% of all chemicals produced worldwide are used just for the textile industry.

1kg of chemicals are needed to produce just 1 kg of textiles.

These harrowing statistics should be enough to show that the attitude to sustainability needs to change. The good news? We can all make some changes starting right now.



How Have Consumer Trends in Sustainability Evolved?

In previous years, typing in terms like 'fashion' or 'future' in search engine websites would've brought up 3D printing, wearable technology and more. Sustainability was a mere mention.

However, this once-dreaded S-word is finally making its way into the modern garment-producing process - but it wasn't always that way.

Throwaway Living

At one stage, plastic goods were celebrated. Their convenience was championed and their ability to liberate a doting housewife's day was acclaimed. "Throwaway Living," an article published in 1955 by LIFE magazine that would sneer at the "reduce, reuse, recycle" mantra we're all familiar with today.

Consumers went crazy for plastic and brands took advantage of that. Polypropylene and polyester became popular and were surprisingly accessible and cheap for new technology too. It completely changed domestic life and the way people shopped. In fact, the lack of sustainability branding actually positively impacted their value.

Earth Day

Following the rise of the Industrial Revolution and the legality of child labour, political and social movements came into play in the 1960s and 70s. While the modern environmental movement had started well before it, Earth Day played a big role in sustainable fashion, such as paisley patterns being sewn onto patchwork bell-bottoms.

This triggered an eco-consciousness behaviour. Bringing forward a DIY movement which made consumers aware of their garments' second lives and how they could take them to unprecedented limits. Since then, the growing demand for eco-fashion has continued to increase.

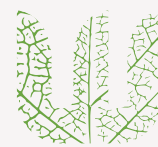
The Rise of Sustainable Fashion

Ethical fashion is becoming more popular than ever before, with 52% of consumers wanting the fashion industry to become more sustainable.

Brands and retailers are now taking this responsibility seriously, especially since it's encouraged by younger consumers that often turn out to be the 'trend setters.' Consumers now care about garments' origins, composition, carbon footprint and other consequences than ever before.

Studies have shown that 65-70% of consumers under 35 around the world will choose brands based on their ethical practices. A Morgan Stanley Research study in the UK also found that when choosing between retailers, more than half find ethical credentials somewhat or very important.

These consumers are changing the ethical game for brands. Moving forward, it's likely that we'll see brands paying more attention to where materials are sourced from. This demand is forcing major brands to not only introduce eco-friendliness into their offerings but also become more transparent in their fabrics and manufacturing processes.



What Are World-Leading Fashion Brands Doing Right Now?

To meet the consumer demand and avoid harming our planet any more than we already have, brands have finally adopted eco-friendly methods. Here are what some of the world's leading fashion brands are doing right now.

Packaging

Gucci: Luxury brands like Gucci are also becoming more proactive about sustainability. This small but mighty change has seen Gucci remove the plastic laminated surface on their packaging and instead replace it with the subtle luminosity of beater dyed paper. The brand also replaced the polyester with cotton ribbons and now sources its paper only from certified forests - something the Forest Stewardship Council has confirmed.

Zara: Zara's target is to contribute zero waste to landfills by 2025. So, one of its main initiatives is to reuse bags, boxes and hangers. The single cardboard box provided by the retail brand can be used up to five times before finally being recycled into new boxes.

ASOS: After making some key changes, ASOS decreased packaging weight by 18% despite enjoying a 29% increase in deliveries. This was a result of the fashion retailer ditching the number of cardboard boxes used for plastic bags - which produce 60% less GHG emissions than cardboard alternatives.

Garments

Stella McCartney: Stella McCartney has set high environmental standards. The luxury brand uses numerous eco-friendly materials, such as recycled polyester, organic cotton and regenerated cashmere. They also have waste-reduction strategies in place, measure their greenhouse gas emissions and have set themselves a 2020 deadline of eliminating hazardous chemicals from their production line.

H&M: H&M was perhaps the first high street fashion label to champion ethical production within its collections. They've managed to stay one step ahead with newly-developed fabrications, such as ECONYL. It's a 100% regenerated fibre made from pre-loved nylon and fisherman's nets. Each piece is also aligned with its own production story, so there's always a personal element.

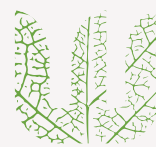
Patagonia: The cotton used by Patagonia is certified organic by the Global Organic Textile Standard (GOTS) and they're also bluesign certified for 56% of their fabrics. A large volume of the materials used by Patagonia is from recycled fabrics, such as polyester, nylon and wool. The brand is also part of several ethical initiatives and goes as far as discouraging customers from purchasing too many of their products.

Garment Trims

House of Sunny: In a bid to act against fast fashion, House of Sunny only produces small sustainable runs of a collection by producing just two seasonal collections per year. This allows the brand's design team to source sustainable fabrics. Any that are leftover are used again to create care labels and swing tags to reduce wastage.

Barbour: Barbour is working towards a certified environmental management system as the brand is recognising the importance of minimising the negative impact we have on the environment. Along with investigating recyclable and biodegradable plastic alternatives, Barbour also uses eco-friendly labels and hang tags on its garments.

Pull&Bear: The Spanish brand has already implemented new packaging for orders which comes from recycled materials. To help promote sustainable practices, the brand not only has eco-friendly envelopes, cardboard boxes and plastic bags, but it also has FSC compliant swing tags used on its garments.



How Can Production Processes Be More Eco-Friendly?

As high-end brands have already taken great strides towards creating sustainable garments, it's clear that production processes are in place to help brands like yours become more eco-friendly. Here are some of the many production processes available today that you can benefit from.



Corn Starch

Whether it's for mailing bags or regular garment packaging, corn starch can be used to dramatically reduce environmental impact. Corn starch packaging is fully compostable, so this will help your brand play its part in saving the planet.



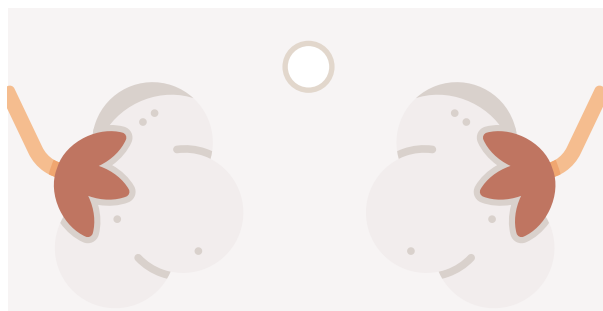
Forest Stewardship Council (FSC) Certified Papers

Perfect for swing tickets and hang tags, seeing the FSC logo ensures that the trims have been produced using papers sourced from sustainable forests. By recycling paper and using it to make new trims from FSC certified papers, you'll use between 30-50% less energy than making paper from trees while maintaining high quality.



Recycled Leather

Using recycled leather for trims like wristbands involves the mulching of waste leather offcuts and adding a bonding agent to press the pulp. The end result is a fantastic substitute for real leather.



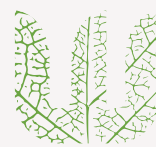
Another switch brands can make is to use organic cotton for garment labels, created from GOTS certified sources. Organic cotton reduces the harmful impact on crop protection practices and they're not genetically modified either. Organic cotton is also given plenty of time for the removal of toxic residues.

Organic Cotton



Vegetable Inks

Vegetable inks are an environmentally friendly substitute for petroleum-based inks. They achieve great colouring and also have the added benefit of being much easier to remove from recycled paper during the de-inking process.



How to Make the Transition

If you want to finally move towards an eco-friendlier product range when it comes to your labels, tickets and packaging then you're in the right place. We're Weavabel, operating at the cutting edge of garment branding and determined to play our part in helping save the environment.

To support the drive for a more sustainable future, we want to work with your brand if you're considering a change and ready to become eco-friendly. With sustainable sourcing, recycling and improved innovation in production methods, we can help make the fashion industry kinder to the environment and make remarkable strides towards achieving sustainability.

Unsure About Adopting an Eco-Friendly Alternative?

With technology continuing to advance, recycled materials can be an excellent quality that looks and feels great. If you're still unsure about making the switch about becoming a sustainable brand, then these points should change your mind.

- Up to 8,000 different chemicals are used to turn raw materials into clothing and branding trims.
- It takes 2,700 litres of water to make one cotton shirt - enough water for one person to drink for two and a half years.
- More than 20,000 litres of water are needed to produce 1 kg of cotton - which is only enough for a single t-shirt.

We're here to help you change that and take one step in the right direction. Here are some of our eco-products you can adopt to join us in helping to save the planet.



Corn Starch Packaging

Polyester, nylon, acrylic and other synthetic fibres are all forms of plastic that make up around 60% of the materials used in clothing and packaging. Sadly, they contribute to ocean plastic, but you can make the switch to an amazing substitute.

Work with us to swap to corn starch packaging for mailing bags or regular garment packaging. The high quality is maintained and dramatically reduces its environmental impact as corn starch is fully compostable.

Eco Swing Tickets Made From FSC Certified Papers

We also offer alternatives for eco swing ticket materials as we use FSC certified papers. If you see the FSC logo on tickets and packaging, then you can rest easy knowing that the tickets have been produced using recycled papers or sourced from sustainable forests.

With our eco-friendly swing tickets, you won't miss out on quality. You can benefit from different colours, finishes and applications which can all be produced on recycled paper. Plus, recycling paper for new swing tickets uses between 30-50% less energy.





Eco Labels Made From Organic Cotton

Organic cotton reduces the harmful impact on crop protection. One switch you can make is to use organic cotton for your garment labels which are GOTS certified. Plus, you don't have to compromise on quality.

They're not genetically modified, there's no addition of harmful pesticides and no chemicals are used during growth, processing and packaging.



Eco Leather Patches and Wristbands Made From Recycled Leather

Perfect for trims like wristbands and patches, recycled leather is another sustainable option your brand can switch to while maintaining all of the best characteristics from the natural product.

We created this wristband by mulching waste leather offcuts. We then added a bonding agent to press the pulp to form the leather substitute. Even though it's recycled, you can still add effects such as heat debossing, embossing, overprinting and more.

Adopt a Sustainable Brand With Weavabel

To reduce the damaging impact fashion continues to have, sustainable sourcing, recycling changing attitudes and new innovative production methods are needed as a means to create an environmentally friendly fashion industry.

Sustainability is a key driver within our industry. Our team is committed to ensuring that we can offer you sustainability branding solutions that meet your needs and goals.

Along with our existing eco-friendly range, we've been working endlessly behind the scenes to create our brand new eco range. As well as our previous range, your brand can take its first step into sustainability by enjoying the many benefits of a vast range of eco-friendly trims.

We've created:

- Biodegradable seals.
- Sustainable papers.
- Ticket foils.
- Organic cotton labels.
- Recycled polyester woven & printed labels.
- Metals.
- And much more.

To view the brand new eco-range, click the link below and see some of the many sustainable garment trims your brand can utilise.

[SEE THE NEW ECO RANGE](#)



ECO

MAKING FASHION SUSTAINABLE

weavabel®

For more information please call, we are happy to help...

+44 (0)113 239 1122

Focus Business Park | Focus Way Yeadon | Leeds LS19 7OB UK

www.weavabel.com

