

You are  
responsible.







all you need is less.



ethics +  
aesthetics =  
sustainable  
fashion



## HOW ARE WE SUSTAINABLE

1. BY USING SUSTAINABLE MATERIALS
2. BY CONSUMING LESS ENERGY
3. BY CONSUMING LESS WATER
4. BY CONSUMING LESS CHEMICALS



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# RAW MATERIALS

IN OUR SUSTAINABLE PRODUCTION WE USE:

1. ORGANIC COTTON
2. RECYCLED COTTON FROM COTTON WASTE AND OLD USED CLOTHES
3. RECYCLED POLYESTER FROM USED PET BOTTLES
4. BIODEGRADABLE FIBRES SUCH AS TENCEL AND MODAL
5. SUSTAINABLE FIBERS LIKE **BAMBOO AND HEMP**





# LESS ENERGY

AUTOMATIC MACHINES REPLACE 30%  
OF THE REGULAR MACHINE PRODUCTION  
OUR AUTOMATIC MACHINES USE  
**50% LESS ENERGY** COMPARED TO REG-  
ULAR  
ONES WHILE HAVING HIGHER  
PRODUCTIVITY

**FROM 0 TO 2 KW.H/ GARMENT**



**LESS WATER**

**OUR NEW TECHNOLOGY MACHINES  
SAVE WATER AND CHEMICAL  
CONSUMPTION UP TO 70%**

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# ECO - FRIENDLY WASHING MACHINES



**TONELLO UP ARM**



**OZONE MACHINE**



**SMARTEX MIRACLE**



**“OUR EIM RESULTS ARE UNDER 30L PER GARMENT”**

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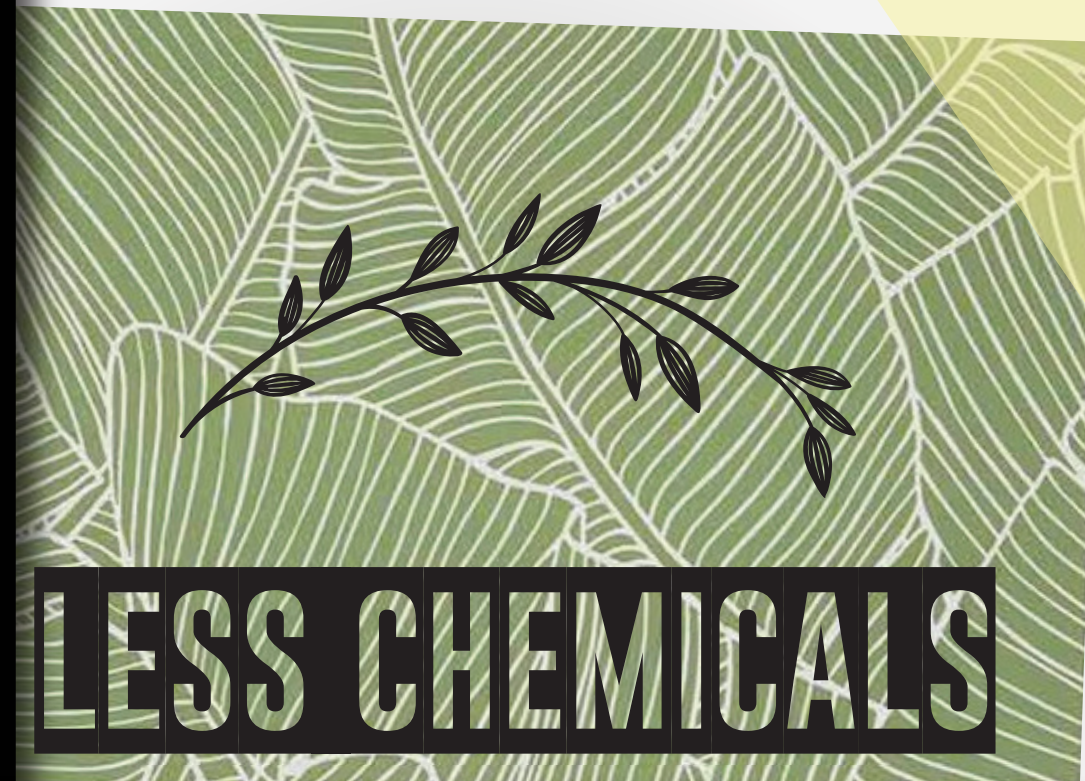


**WE TAKE INTO CONSIDERATION THE HARMFUL IMPACT ON THE ENVIRONMENT THAT CHEMICAL USAGE HAS.**

**THERE ARE 3 MAIN TECHNOLOGIES USED IN OUR PRODUCTION TO REDUCE**

**IT:**

- LASER**
- OZONE**
- E FLOW**





**ENVIRONMENTAL**

**TECHNOLOGY**

**VERIFICATION**

**(ETV)**



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**BOD BACTERIA**  
**EUROPEAN LIMIT: 30 BOD**  
**OUR RESULT: 10 TO 15**

**COD (CHEMICAL)**  
**EUROPEAN LIMIT: 150 COD**  
**OUR RESULT: 80 TO 90 COD**

**THE GOAL OF THE ETV PROGRAMME IS TO ESTIMATE THE REAL AMOUNT OF WATER WHICH CAN BE RECYCLED FROM EACH PROCESS.**



# ANTIBACTERIAL DENIMS

CONSIDERING THE COVID-19 PANDEMIC, WE ARE OFFERING OUR PRODUCTS WITH AN **ANTI-BACTERIAL FINISH**. THIS AIMS TO AVOID GARMENTS CONTAMINATION BY ANY BACTERIA OR VIRUS UP TO 20 WASHES. THIS FINISH WORKS AS A COATING ON THE GARMENT SURFACE, WHICH ACTS AS A SHIELD FROM ANY BACTERIA OR VIRUS IN STORES AND WHILE IN USE. IT IS APPLIED DURING THE WASHING PROCESS, WHERE PRESENT ANY BACTERIA / VIRUS ARE KILLED.



#staysafe  
#staypositive





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**THANK YOU!**



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