



# **SUPREME COLORS LOW IMPACT**

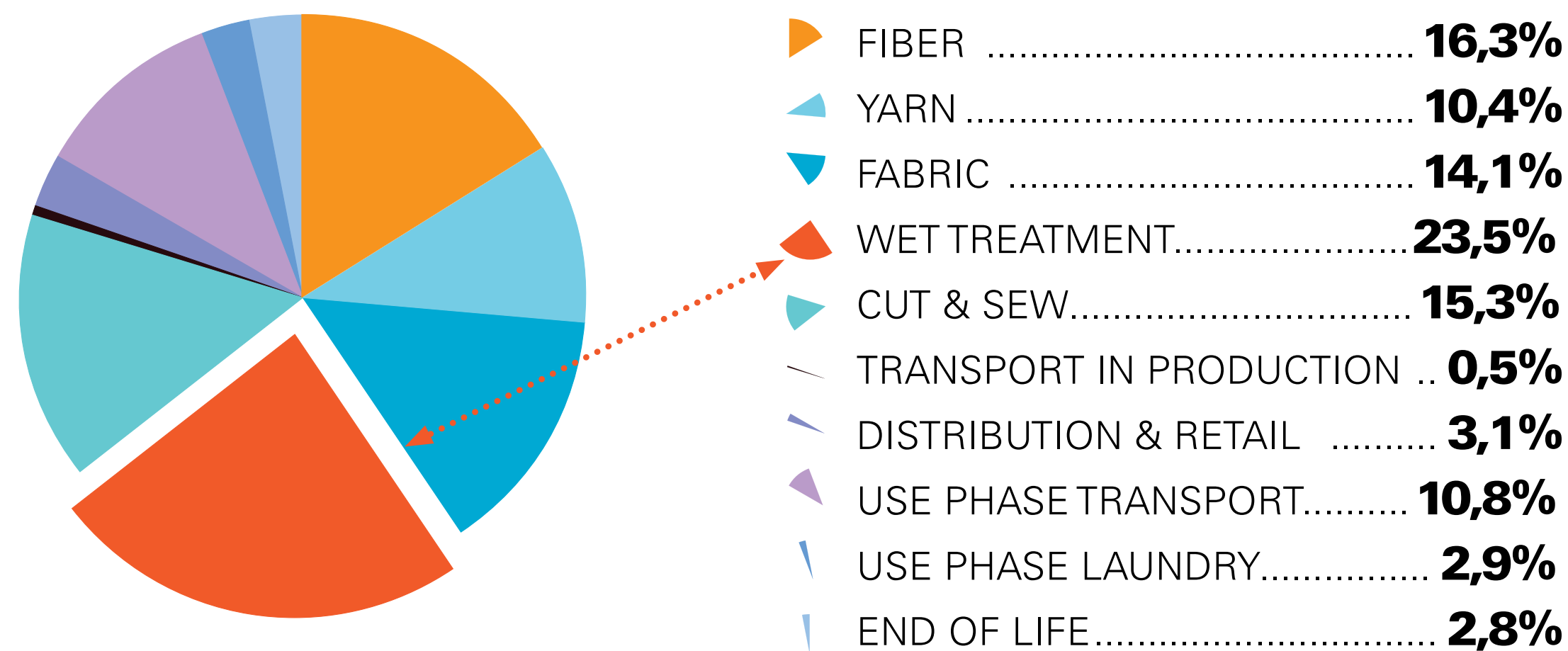
**We aRe SpinDye® believes in abandoning the harmful practice of water dyeing, and instead lead by example to inspire the textile world to choose a modern, more sustainable method of coloring.**



**THE WET PROCESS IS ACCOUNTABLE  
FOR 23,5 % OF THE CLIMATE IMPACT  
IN THE ENTIRE LIFE CYCLE OF A  
GARMENT.**



# THE DIAGRAM BELOW STATES THE CLIMATE IMPACT PER PHASE IN THE ENTIRE LIFE CYCLE OF A GARMENT



These numbers are stated in  
"The Outlook Report" from  
Mistra Future Fashion



# SUPREME COLORS. LOW IMPACT COLORING PROCESS. EXCELLENT PERFORMANCE. PROVEN AND TRANSPARENT.

The global textile industry is accountable for massive water pollution and it is stated\* that about 24% of a garments' full life cycle climate impact is related to one step alone in the production process - the dyeing.





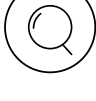
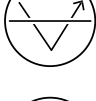

**We aRe SpinDye®** offers the most sustainable polyester yarns and fabrics in the fashion and apparel industry. Our easily accessible coloration process is certified and fully transparent, delivering high quality fabrics with excellent color performance, promising longterm awesomeness.

At We aRe SpinDye®, we believe in abandoning the harmful practice of water dyeing, and instead, choose to lead by example, inspiring the textile world to choose a modern, more sustainable method of dyeing, and producing, polyester fabrics.

However, with our technology, wet dyeing will be completely avoided by adding color to the fiber when it is manufactured.

By selecting the We aRe SpinDye®-production method, fashion houses or sport/outdoor brands will keep waste, chemicals, and water usage to an absolute minimum\*\*, thereby creating end products which contain game changing sustainability components, which are second to none.

- **75% less water consumption**
- **90% less chemical consumption**
- **Significantly improved energy consumption -30%**
- **CO2 imprint reduced by 30%**
- We use **100%** GRS certified **recycled polyester**.
- **And all our KPI's are validated by 3rd part: RiSE** following the ISO Standard 14040.
- The performance of the fabrics contains **excellent colorfastness** and withstand sunlight much better than water dyed fabrics.

	Water usage	-75%
	Chemical usage	-90%
	Co2 imprints	-30%
	Energy consumption	-30%
	Traceable	100%
	Transparency	100%
	Colorfastness to light	5/5

\*) see page 3 in this document.  
\*\*) The Key Performance Indicators (KPI) are compared to industrial dyeing method standards (wet dyeing) and are measured during the entire fabric production process – from raw material to ready made fabrics. The numbers stated in this document are average from production 2017.)



# WE ARE SPINDYE®-CIRCULAR PRODUCTION



**We  
aRe  
SpinDye®**

**We  
aRe  
SpinDye®**

# WE ARE SPINDYE®-COLORING PROCESS

**We aRe SpinDye® color the fiber** before it is spun to yarn and weaved or knitted to fabrics. **We don't use water in the coloring process.**

## Raw material to colored fiber

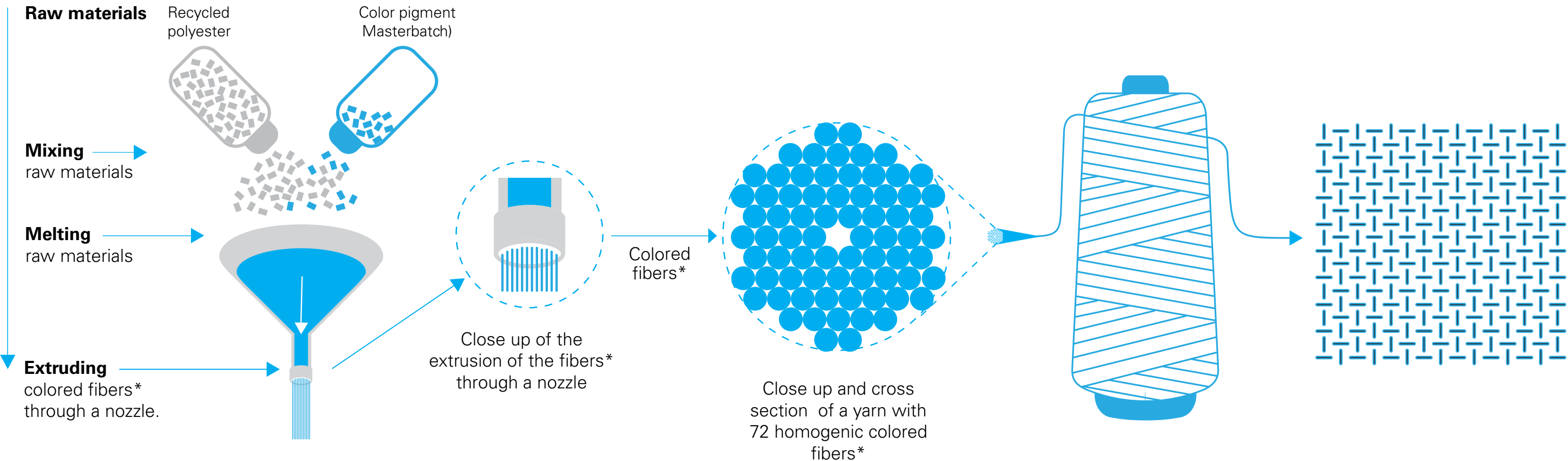
Recycled polyester is mixed and melted with color pigments. The colored polyester mass is squeezed through a nozzle.

## Colored fiber to yarn

The extruded fibers are spun and texturized to yarn.

## Colored yarn to fabric

The colored yarn is weaved or knitted to desired fabric



# WE ARE SPINDYE®-CERTIFICATE

**The We aRe SpinDye® certificate** is based on LCA's methodology with the ISO Standard 14040-series.

Our certification agency **guarantees that all production procedures in the entire supply chain, follow the proper steps to ensure the integrity of the final product.** In addition to monitoring the **chemical content** of the finished product, **water use, Co2** and **energy consumption** are also accounted for.

The certification of We aRe SpinDye® is based on **LCA's methodology** with the **ISO Standard 14040-series**. The Key Performance Indicators (KPI) are comparable to industrial dyeing method standards.

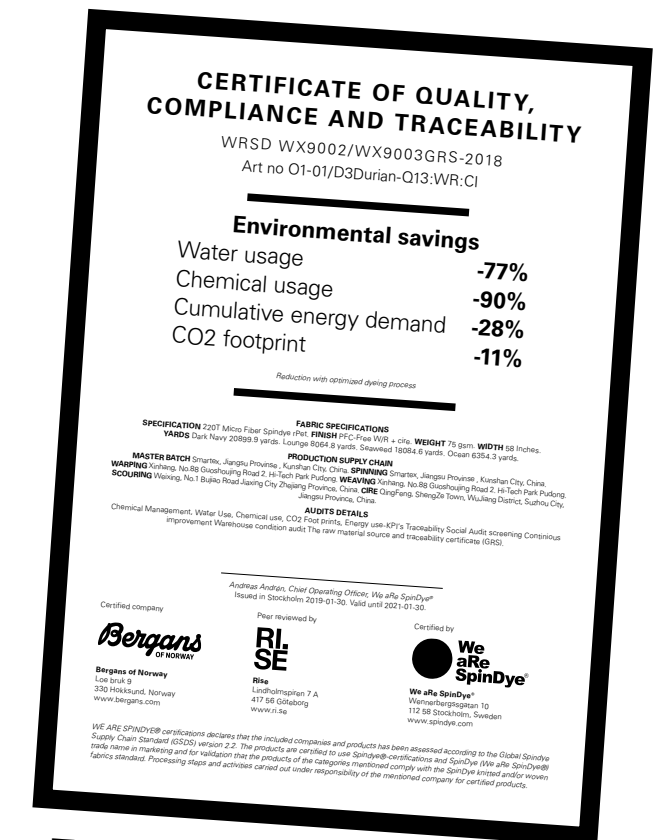
## Water usage

## CO2 footprint

## Chemical usage + list of chemicals

## Cumulative energy demand

This method is based on a tracking and tracing formula which uses a transaction certificate based system, similar to the organic certification system, ensuring the highest level of integrity. It is also subject to rigorous inspection and third party validation. **All of our fabrics are checked by third party validated certifier: RiSE.**



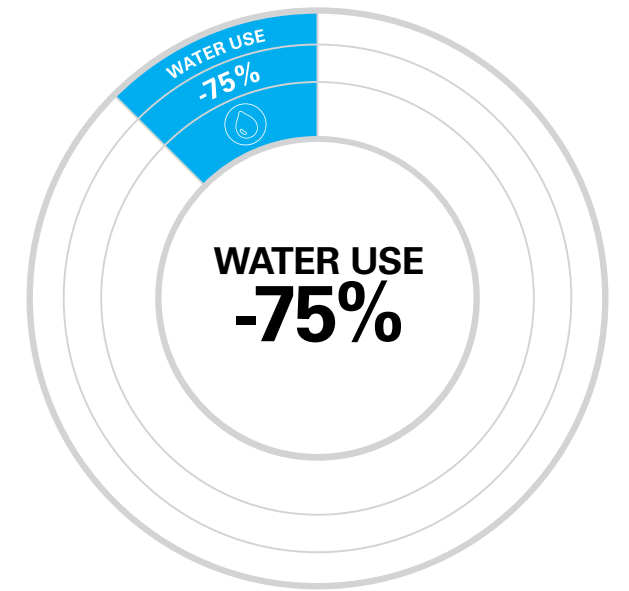
The SpinDye®-certificate are  
3rd part validated by RiSE





# WATER USE: -75%

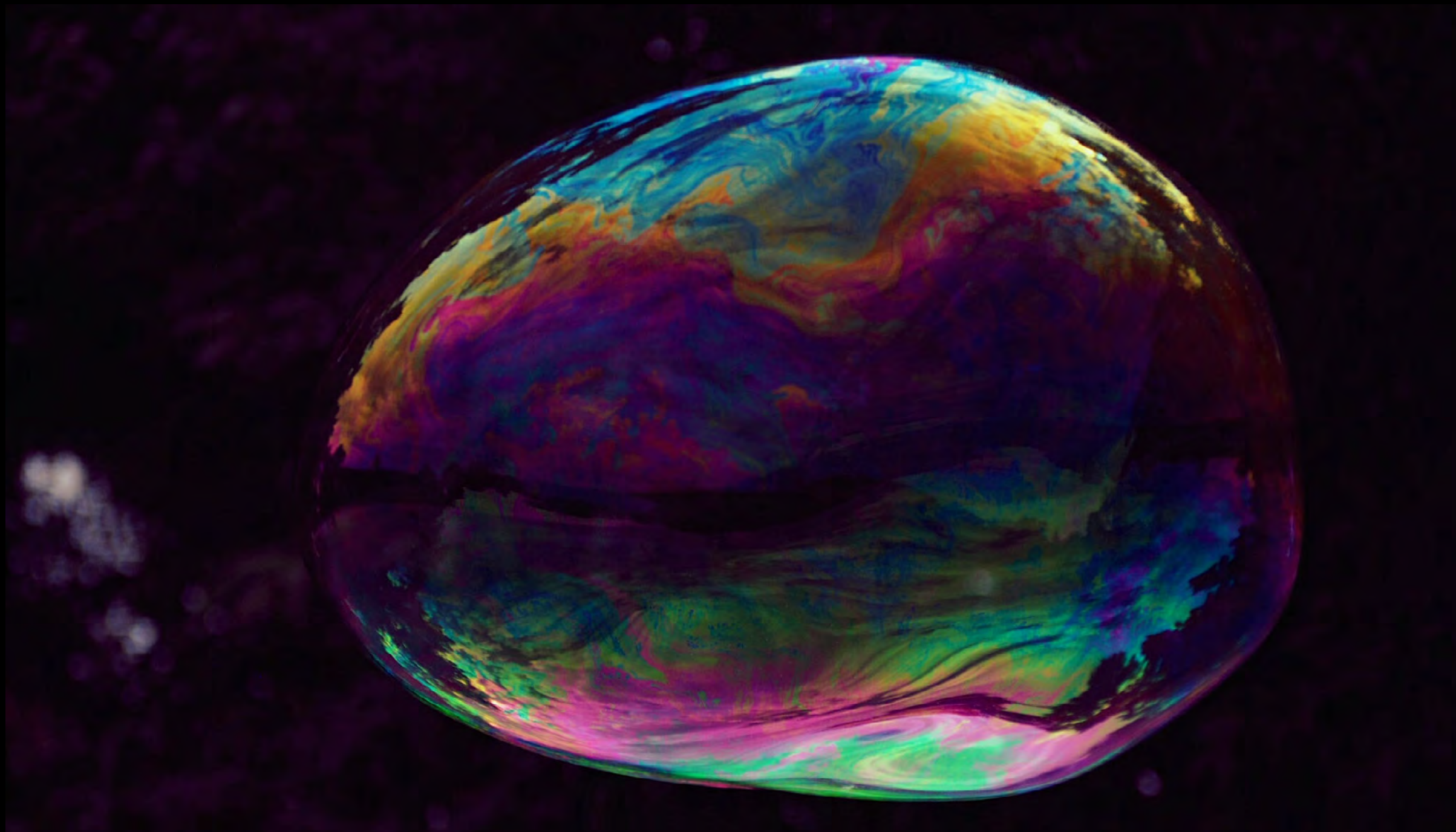
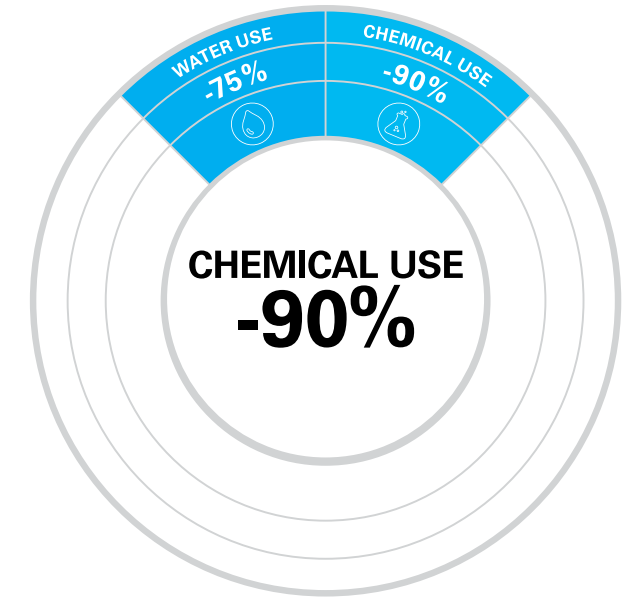
We aRe SpinDye® color the textile fiber **by melting the color pigment into the liquid polyester** mass. There is no water used in the coloring process at all. This is why we **reduce the use of water with -75%** in the whole production chain of texties.





# CHEMICAL USE: -90%

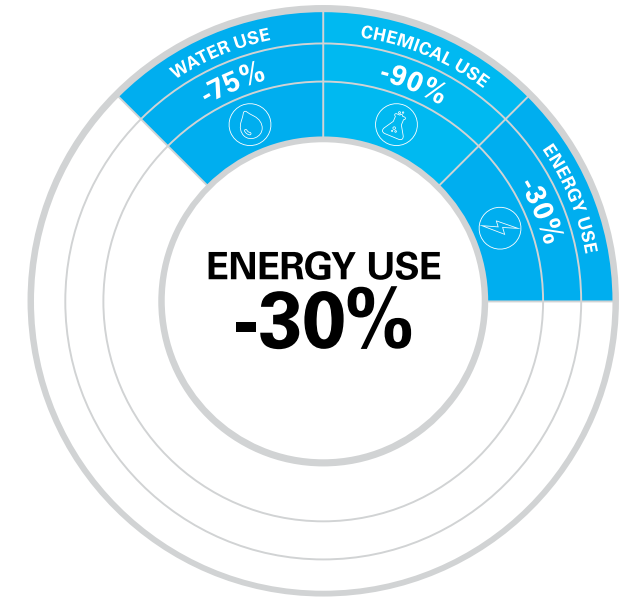
We aRe SpinDye® **colors the textile fiber**. Because of this, there is basically no waste of color pigments at all. This is why **we are able to reduce the chemical use with -90%**.





# ENERGY USE: -30%

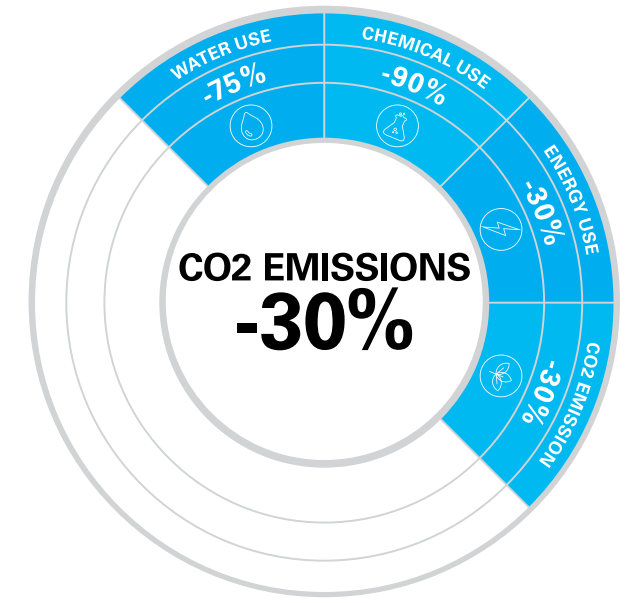
Since We aRe SpinDye® cuts away the step of **dyeing**, which is the **most energy demanding phase** in the whole process - the total amount of **energy is reduced with -30%**





# CO2 EMISSIONS: -30%

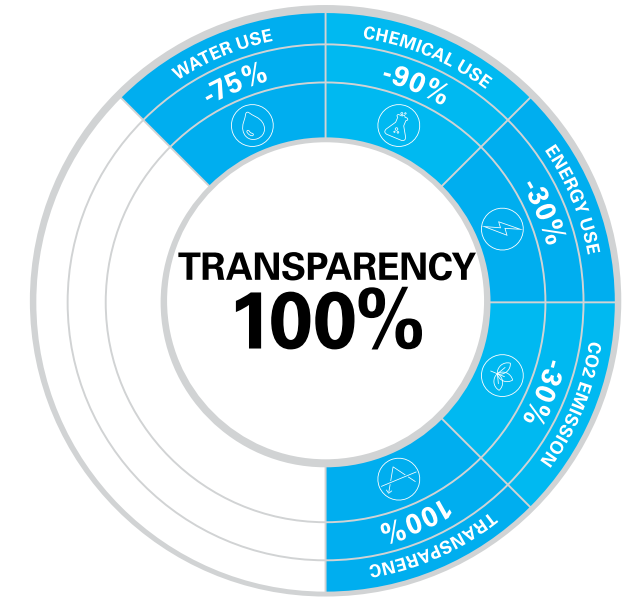
Since we cut away the most energy demanding phase - the total amount of energy is reduced with -30%, this means **we reduce the CO2 emissions with -30%**





# TRANSPARENCY 100%

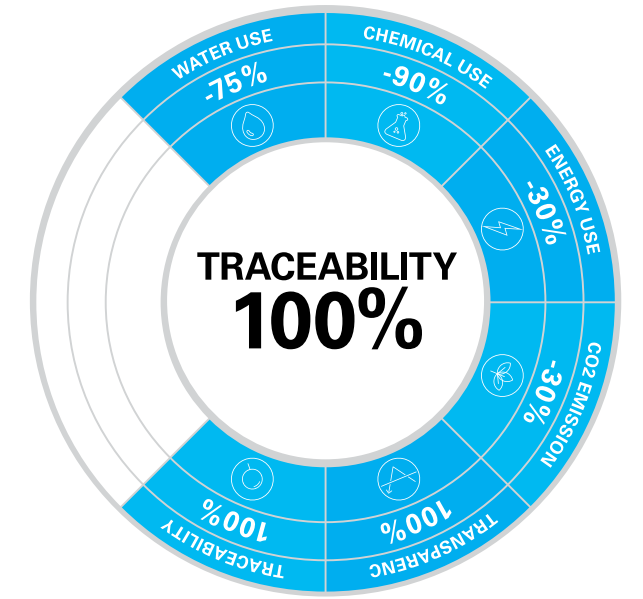
We aRe SpinDye®'s LCA-method is based on a tracking and tracing formula which uses a transaction certificate based system. It is subject to rigorous inspection and third party validation. **All of our fabrics are checked by third party validated certifier: RiSE.**





# TRACEABILITY 100%

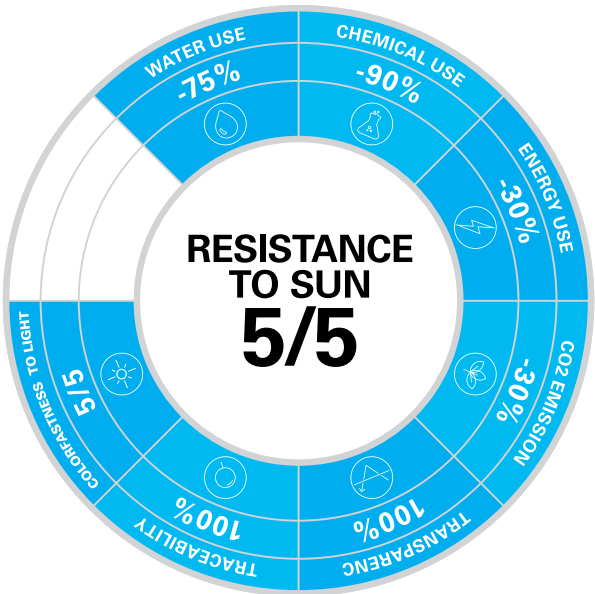
All of We aRe SpinDye®'s fabrics are checked by third party: RiSE. The info of where and when the fabrics are produced comes with our certificate.



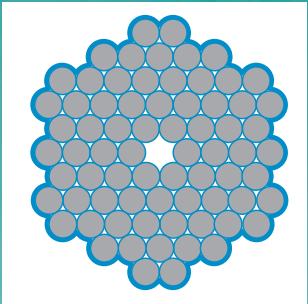


# COLORFASTNESS TO LIGHT

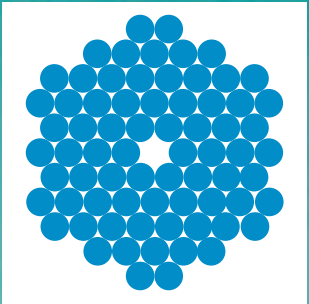
By adding the color pigment prior to the extrusion of the filament, **the textile fiber becomes homogeneously colored.** This is the reason to why the fabrics from We aRe SpinDye® **have such high level of colorfastness to sunlight.**



Close up and cross section of yarn:



Dyed in the traditional water dyeing process. The color sticks at the outside of the fibers.



Colored with We aRe SpinDye® the fiber gets homogenic colored,



# 100% RECYCLED

We aRe SpinDye® **only use recycled polyester** which has been made from **post consumer waste**, or from **shredded fabrics from wasted clothes**. This is truly a circular production method.





WE ALREADY COLLABORATE WITH

**FILIPPA K**

The Eternal Trenchcoat

Filippa K





WE ALREADY COLLABORATE WITH

# FJÄLLRÄVEN

Re:Kånken

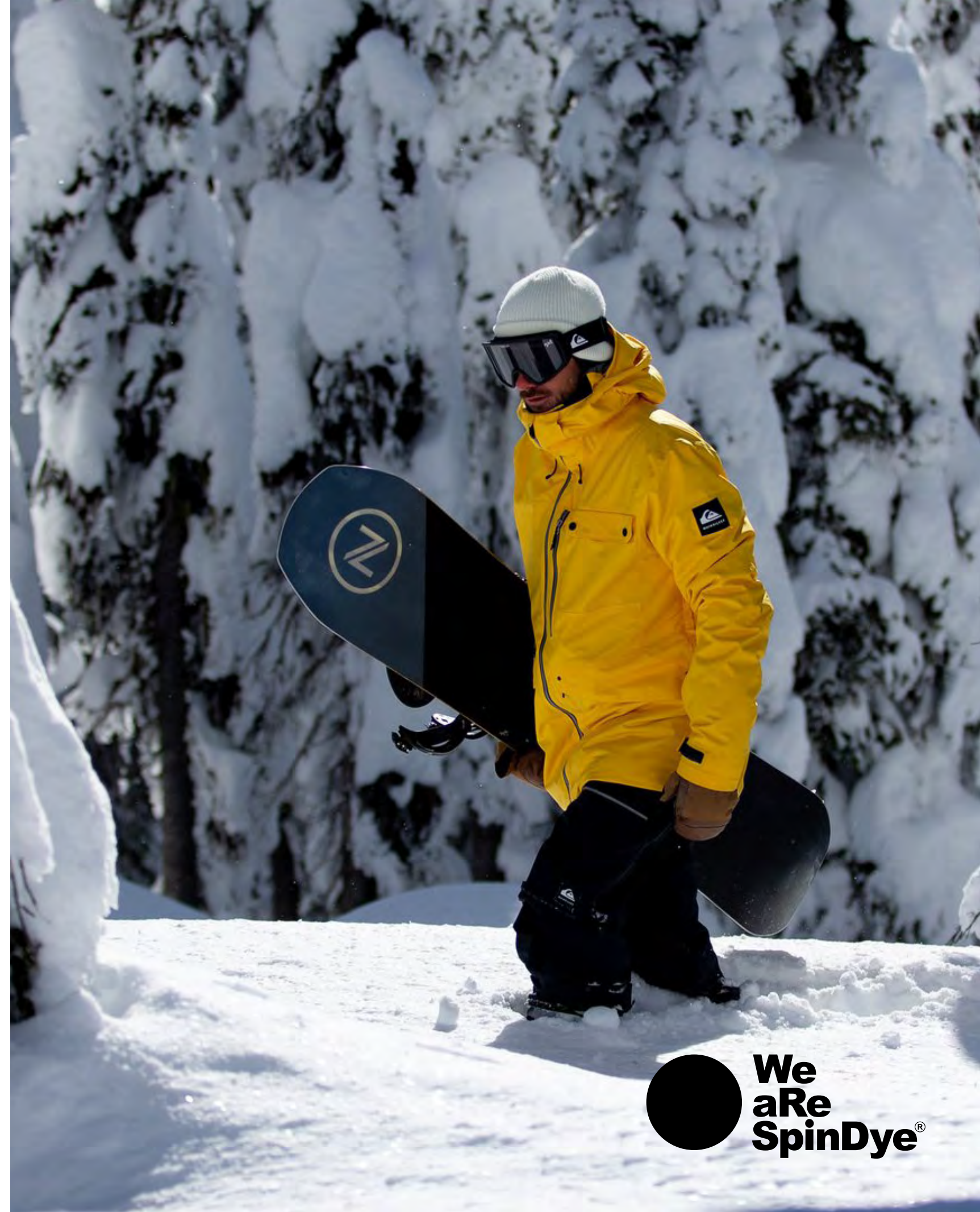




WE ALREADY COLLABORATE WITH

# QUIKSILVER

The SpinDye®-jacket





WE ALREADY COLLABORATE WITH

# FREITAG

The first non tarp bag

**FREITAG®**



**We  
aRe  
SpinDye®**



WE ALREADY COLLABORATE WITH

# HENRI LLOYD

SpinDye® Consort jacket





WE ALREADY COLLABORATE WITH

# BERGANS OF NORWAY

"Standa - our most sustainable  
collection – ever"

*Bergans*  
OF NORWAY



 **We  
aRe  
SpinDye®**



# We aRe SpinDye® is an **ingredient brand**. This is our communication platform and **added values** to the brands we collaborate with



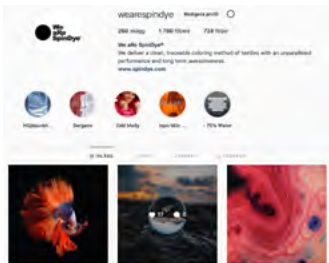
- Retail/Etail**
- POS: pre sales
  - Video (This is We aRe SpinDye®)
  - Sales clinics (sales force & retail)



- PR/Media Relations**
- Trade media
  - Sustainability media
  - Finance media
  - Fashion media



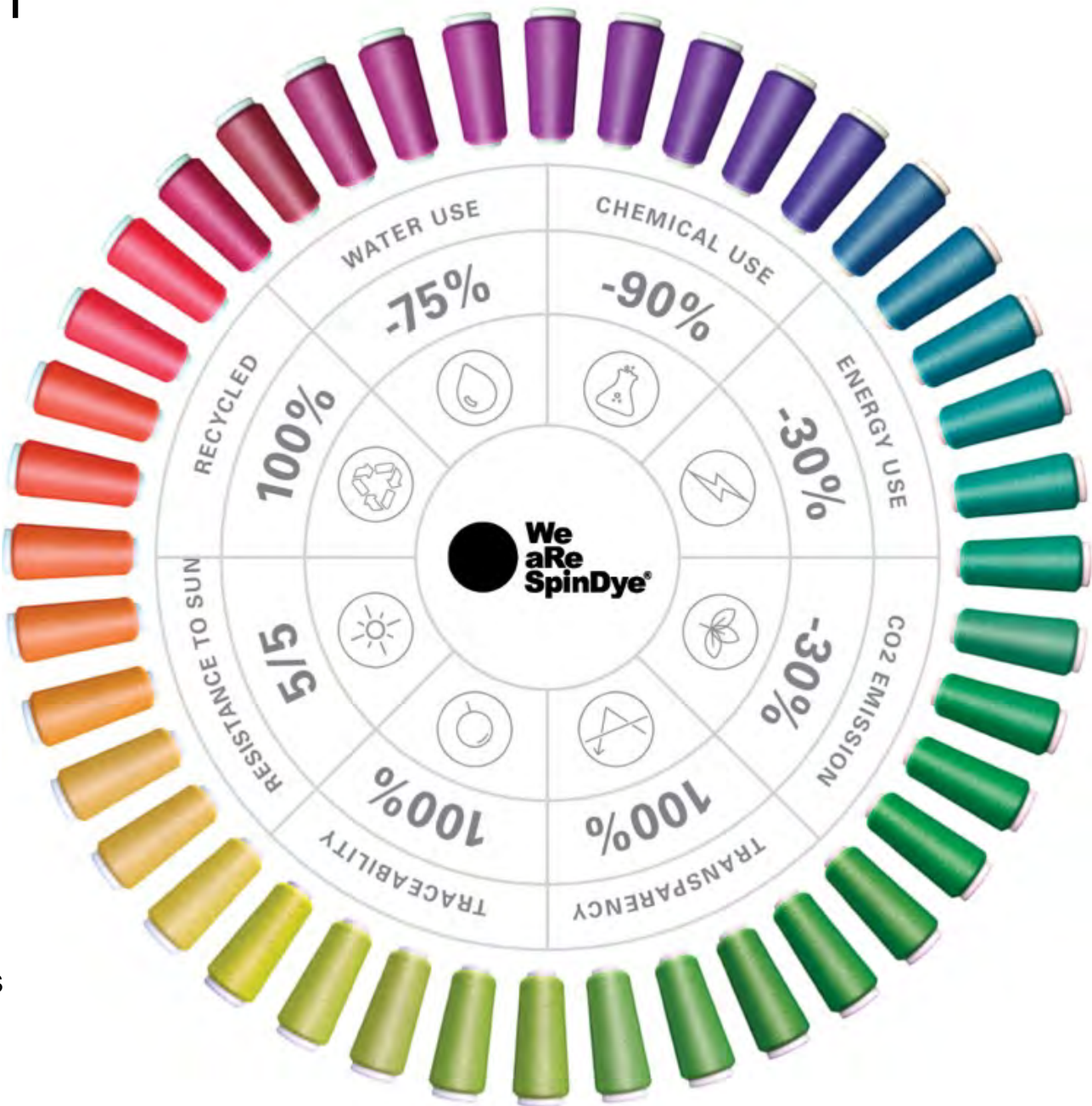
- Awards**
- Sustainability awards
  - Innovation awards



- Social Media**
- Raise awareness of the problem/solution
  - Build opinion
  - Create ®-awareness



- Website**
- Archive
  - Hub for info & traceability
  - SEO



- Ingredient Branding**
- Hangtag (pre sales)
  - Brand patch (post sales)
  - Trimtabs (post sales)



- Tradeshows**
- ISPO
  - Performance Days
  - Première Vision
  - NeoNyt



- Seminars & Events**
- Sustainability seminars
  - Innovation events







# **SUPREME COLORS LOW IMPACT**

#wearespindye

#supremecolors

#puttingwateroutofbusiness

#sustainablefashion

#cleancolors

