

**100%  
RECYCLED  
TOWELS**

**[WWW.SEATOWEL.EU](http://WWW.SEATOWEL.EU)**



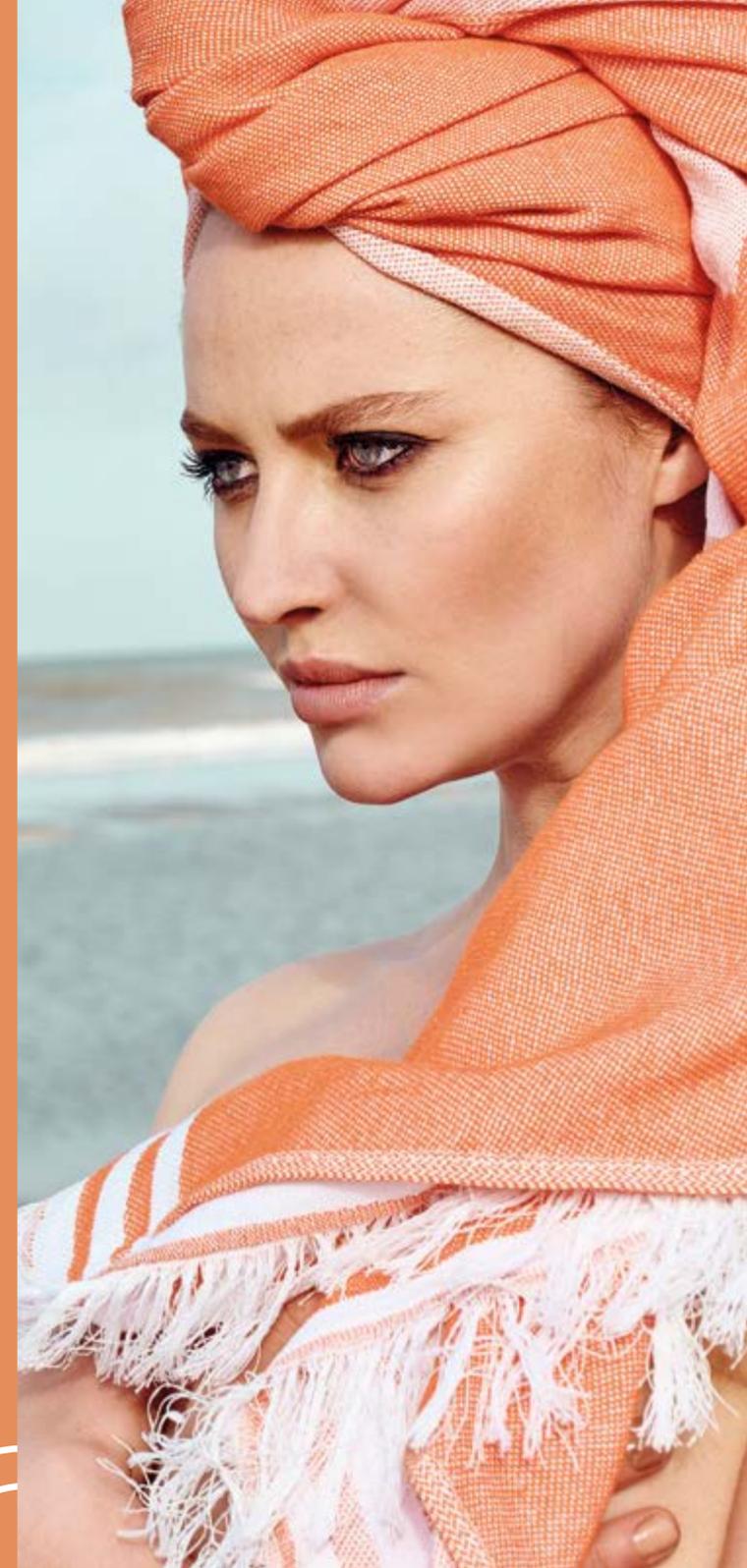


“  
**AT LEAST  
12 MILLION  
TONS  
OF PLASTIC  
ENTER  
THE  
OCEANS  
EACH  
YEAR.**  
”

## **FROM THE SEA TO YOU: SEATOWEL**

Together with the SEAQUAL initiative we have developed the SeaTowel. This durable towel is 100% recycled. It's made out of 60% recycled cotton and 40% recycled PET SEAQUAL-yarn. Every year 12 million tons of plastic is dumped into the oceans. We take it out and use it!

The SEAQUAL initiative supports fishermen to collect the waste they catch during fishing. They transform PET bottles into new recycled PET yarn. During a 100% ecological production process we make this beautiful towel. No water, paint, bleach or other chemical materials are used. We upcycle coloured cotton to get a strong and long lasting yarn. By mixing colours we can match any colour we want. Our high end weaving machines mix the SEAQUAL-yarn and the recycled cotton yarn by jacquard weaving to get the final SeaTowel. The SeaTowels are made in the EU. 5% Of the profit is donated to charity funds concerning the clean-up process of plastics around the world.



## **VISION: CIRCULAR AND GREEN**

The world is in a transformation process from single use to circular use of products. In the near future new plastic will no longer be accepted due to the massive impact on our ecosystem. New initiatives, techniques and materials are more and more accepted and common use. We want to be a frontrunner in this process by introducing sustainable products. Besides this we cooperate with social organisations and donate to contribute directly to the cleaning process.

Our goal is to make the market of promotional products sustainable to make the world a cleaner place. We want to accelerate the transition to a circular economy and develop products with a special sustainable story. Stories that make a change.

A close-up photograph of a woman's hands holding a mixture of sand and small pieces of blue and purple plastic debris. She is looking down at her hands with a focused expression. The background is a bright, slightly blurred outdoor setting, likely a beach. The overall tone is one of environmental awareness and action.

**TOGETHER  
WE CAN  
CLEAN THE  
OCEAN!**



## **REDUCE, REUSE AND RECYCLE TO SURVIVE**

Plastic is destroying marine life like never before. Humanity has created more than 9.2 billion tons of plastic. Of that, more than 6.9 billion tons have become waste. Of that waste, a shocking 6.3 billion tons never made it to a recycling bin. It is estimated that 94% of the plastic that enters the ocean ends up on the ocean floor. On beaches, floating at or near the ocean surface and coastline, represents only 6%. Nearly a million plastic bottles are sold every minute around the world and a plastic bottle will last for more than 450 years if left on the beach.

If current trends remain stable, there will be more plastic than fish in our oceans by 2050, especially as we use plastic in everything.

We have to take action. Start the reduction of virgin plastic, continue to increase recycling and cleaning our planet and reuse materials. Materials which are already present but also develop eco-friendly new materials.

# **" BY 2050, THERE WILL BE MORE PLASTIC THAN FISH IN THE OCEAN."**

**- ELLEN MACARTHUR FOUNDATION**



## **PARTNER OF THE SEAQUAL INITIATIVE TOGETHER FOR A CLEAN OCEAN**

We are partner of the SEAQUAL initiative to make sustainable products. The SEAQUAL initiative wants to challenge plastic pollution and clean the oceans from marine litter. The SEAQUAL collaborative model involves NGO's, fishermen, researchers, scientists, authorities and private stakeholders. SEAQUAL re-values post-consumer waste lost in the environment promoting and supporting cleaning initiatives, engaging industries and consumers. The SEAQUAL Initiative helps local communities, inspires people to live in a waste free environment, driven towards circularity.

### WHY?

We believe in living in a waste free environment.

### HOW?

We support cleaning programs, engage industries and inspire consumers to help revalue post-consumer waste lost in the environment.

### WHAT?

Beautiful new products created with certified upcycled waste from the environment.

### THE PROCESS:

The Seaqual-yarn is the basis of the SeaTowel. Together with the upcycled cotton yarn we weave the SeaTowel. Next we will explain this process.

# SEAQUAL





## 1 SEAQUAL INITIATIVE

Plastic is destroying marine life like never before. We work together with the SEAQUAL initiative. Their goal is to clean oceans from marine litter. They support clean-up initiatives around the world.

1



SEAQUAL

## 4 SHREDDING BOTTLES

The waste is delivered to a processing plant where PET bottles are selected. They are cleaned and shredded to obtain smaller PET chips. These flakes are around 1x1 cm.

4

## 2 FISHING

We work with a network of fishermen who collect plastic from the sea during fishing. Fishermen around the world are encouraged to clean their fishing grounds. Not only there is less plastic, there is also more fish and so there is more profit.

2



SEAQUAL

## 5 REHEAT PET

Polyethyleentereftalaat (PET) has the ability to be reheated and reused easily. The PET chips are reheated and filtered to remove contamination. The result is chopped in smaller similar resins which is a new recycled raw material.

5



SEAQUAL

## 3 COLLECTING WASTE

Besides fish the fishermen collect and select the waste. In the harbour they can put it in garbage bins. Most of the plastic that comes out of the sea are fishing nets and plastic bottles.

3



SEAQUAL



SEAQUAL

## 6 MAKING SEAQUAL-YARN.

The recycled PET resins are used to make high quality SEAQUAL-yarn. This yarn is always white. We combine it with our recycled cotton to make our SeaTowel. 40% of the SeaTowel is SEAQUAL-yarn.

6



## UPCYCLING COTTON

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During the production of clothes there is a lot of waste. This waste we use as a raw material for our SeaTowel. We have a warehouse filled with coloured cotton which is used during our 100% eco-friendly production process.



## SPINNING YARN

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We spin the recycled fibers into a big yarn. After that it is spun into a small strong yarn ready to use again for our towel. 60% of the towel is made of coloured upcycled cotton.



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## SORT THE FABRIC

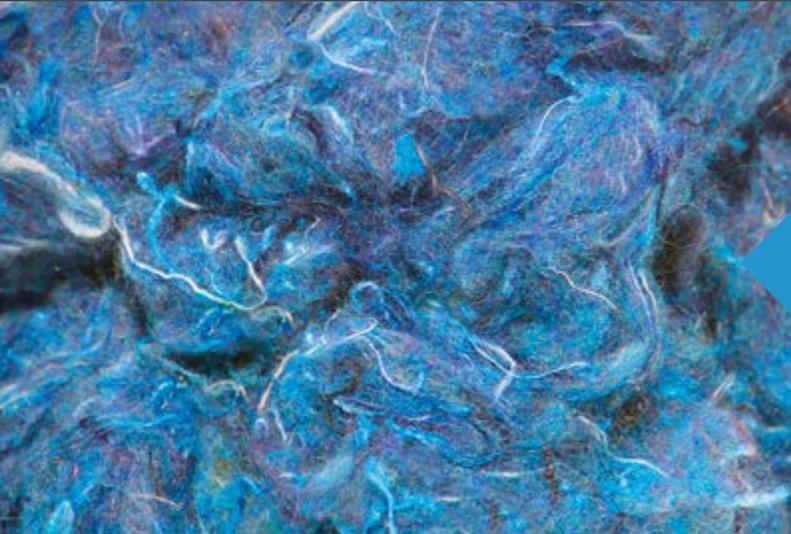
Before shredding the raw materials we sort the fabrics carefully. We do not use water, paint, bleach or any other chemical material. To get a correct colour we mix multiple coloured fibers.



## MATCHING COLOURS

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By mixing colours we can match any colour we want. We can combine colours to get a cotton yarn close to a pantone colour. The SEAQUAL yarn is always white. The SeaTowel always has two colours.



9

## SHREDDING COTTON

The mixed fabrics are shredded into pieces multiple times in different machines to obtain small cotton fibers. These recycled fibers are our raw materials for our new production.



12

## JACQUARD WEAVING

Our high end weaving machines mix the SEAQUAL yarn and the recycled cotton yarn by jacquard weaving to get the final SeaTowel. We can make any pattern of clients logo.



**THE RESULT:  
100% RECYCLED  
60% RECYCLED COTTON  
40% SEAQUAL-YARN**

SeaTowel





# A WINNING CONCEPT

The PSI wants to make sustainability measurable. That's why the PSI created the PSI Sustainability Awards since 2015. A competition that leads the way as the first event to recognise with an award, the promotional products industry's sustainability potential and distinct self-responsibility.

During the annual PSI Sustainability Awards of 2019 in Wiesbaden SeaTowel won the award of best sustainable product with the in the category Textile.



**2019**  
**Winner**  
Sustainable Product 2019  
- Textile -

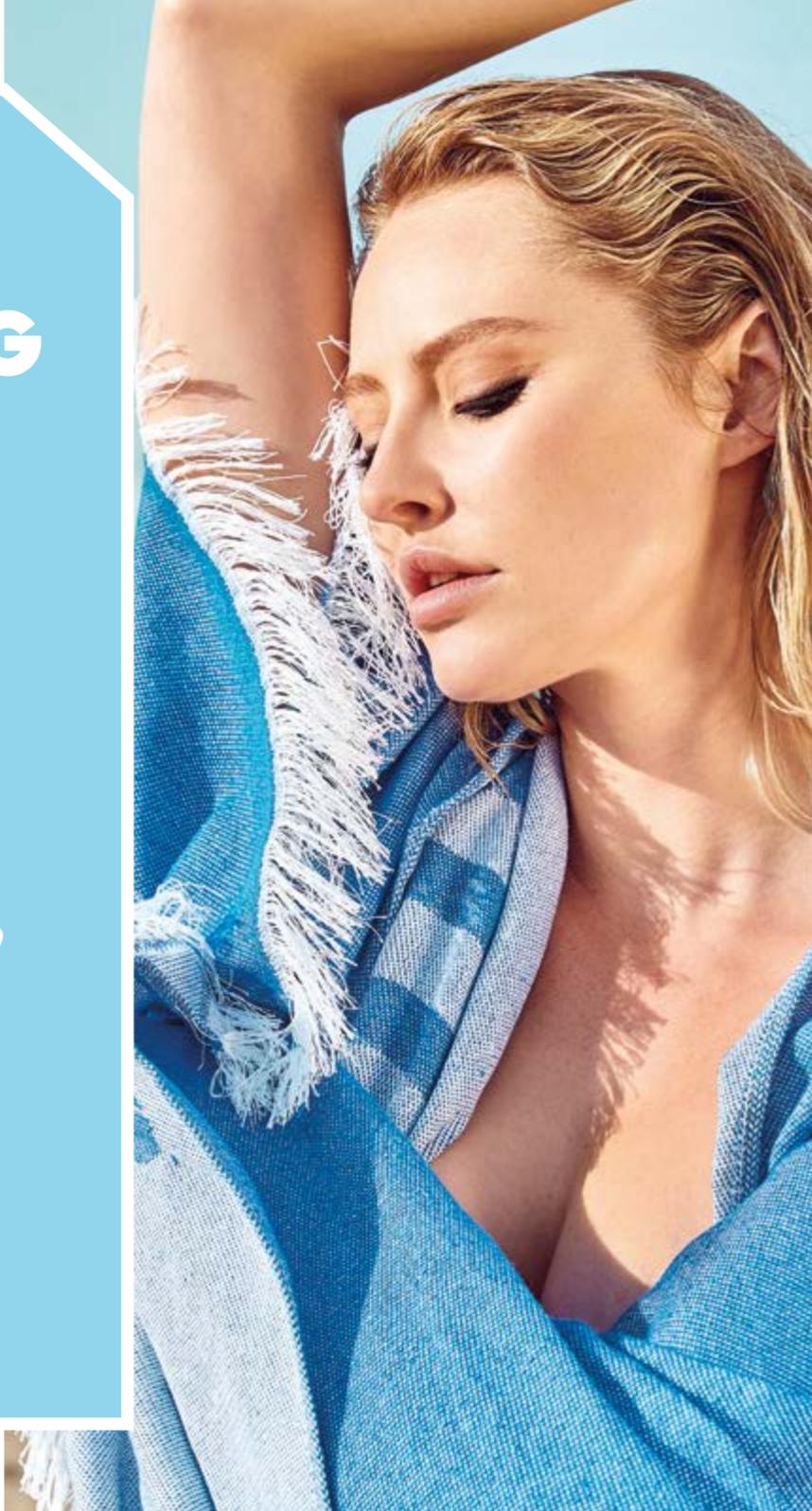
**"THE IDEA  
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TOWEL LED  
SEATOWEL  
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- JURY PSI SUSTAINABILITY AWARD



**BY UPCYCLING  
COTTON  
WE CAN  
MAKE ANY  
KIND OF  
COLOUR  
WITHOUT  
USING WATER,  
BLEACH OR  
PAINT.**

- SEATOWEL



**CHOOSE YOUR  
OWN COLOUR**



# CHOOSE A SIZE



### SEATOWEL XL: A127-STXL

MOQ: 500 PCS.  
Size: 100 x 200 cm  
Coiled: 9 x 48,5 cm  
Towel weight: 457 grams  
Fabric weight: 280 grams



### SEATOWEL L: A127-STL

MOQ: 300 PCS.  
Size: 100 x 170 cm  
Coiled: 8,5 x 40,5 cm  
Towel weight: 386 grams  
Fabric weight: 280 grams



### SEATOWEL M: A127-STM

MOQ: 1.000 PCS.  
Size: 70 x 140 cm  
Coiled: 7 x 33,5 cm  
Towel weight: 233 grams  
Fabric weight: 280 grams



# MAKE YOUR OWN DESIGN





## HANGTAG AND CARE LABEL

Every towel comes with a customized hangtag, on this hangtag we explain the initiative and the production process. Every SeaTowel has a care label with a logo, wash instructions and composition.

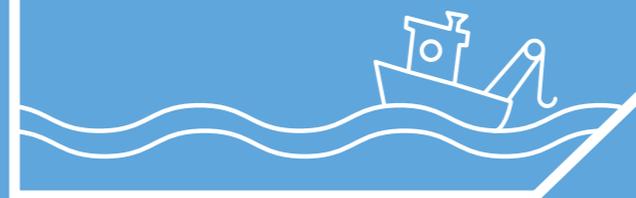


## DONATIONS

We donate 5% of the profit to charities which support a cleaner world. In 2019 we supported The Ocean Cleanup and in 2020 we will support Foundation Futureway.

[www.fundacionfutureway.org](http://www.fundacionfutureway.org)

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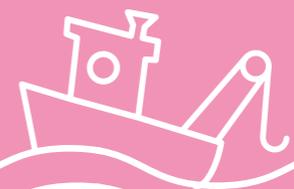


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WE HAVE PRODUCED  
MORE **PLASTIC** IN THE LAST  
**10 YEARS** THAN WE DID  
IN THE LAST **CENTURY...**

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- [TIMSILVERWOOD.COM](https://www.timsilverwood.com)





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PLASTIC  
BOTTLES  
ARE SOLD  
EVERY  
MINUTE  
AROUND  
THE WORLD.**

- NATIONAL GEOGRAPHIC



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*SURFERS AGAINST SEWAGE*

## **LET'S DO IT TOGETHER**

There is no single, one-size-fits-all solution to the plastic issue, so we and the SEAQUAL initiative believe in collaboration. Lets come to action and make this world a cleaner place.





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