


# THE TREND TO AVOID IN 2021: GREENWASHING

The world's first fully traceable gift collection that also saves water!

2% of sales from each item go to [water.org](http://water.org)!

As consumers become more environmentally conscious, greenwashing is a growing concern – many now want to see proof of eco credentials.

Initiatives like the Impact collection made with AWARE™ tracer are key to overcoming greenwashing practices. With AWARE™, the use of genuine recycled fabric materials and water reduction impact claims are guaranteed by using the AWARE disruptive physical tracer and blockchain technology. Impact savings are based on reliable LCA data from the Textile Exchange.

 = WATER SAVINGS



- 15L

**Impact AWARE™ RPET 15.6" Laptop Bag**

26 plastic bottles have been reused to make this laptop bag! The outer fabric and inner lining consist of 100% recycled polyester.



- 10L

**Impact AWARE™ RPET 15.6" Laptop Sleeve**

16 plastic bottles have been reused to make this laptop sleeve! Interior and exterior are made from 100% recycled polyester.



- 19L

**Impact AWARE™ RPET Basic 15.6" Laptop Backpack**

33 plastic bottles have been reused to make this backpack! Interior and exterior made from 100% recycled polyester.



- 1L

**Impact Softcover Stone Paper Notebook A5**

Made of tree-free paper! Stone paper consists of mineral powder (80%) with (20%) non-toxic HDPE (a clean plastic). Zero water or bleach is used during production, compared to the production of traditional wood pulp paper. A tonne of traditional wood pulp paper uses 2770 litres of water and 18 trees. This A5 stone paper notebook uses zero!



- 1200L

**Impact AWARE™ Recycled Cotton Tote**

This sustainable and reusable tote bag is made from recycled materials and perfect for everyday use.

A regular cotton tote uses 1200 litres of water. AWARE™ Recycled cotton requires almost zero water!



- 5L

**Impact Polylyana® Beanie with AWARE™ Tracer**

The beanie uses unique Polylyana® yarn. Polylyana® is made from a mixture of virgin and recycled materials to create an innovative fibre similar to acrylic or wool fibre.

Polylyana® is a low-impact alternative to 100% acrylic fibre, using less energy and water.

# HOW DOES THE AWARE™ TECHNOLOGY TRACER WORK?

# IMPACT

THE NEXT LEVEL OF SUSTAINABILITY



## AWARE EXPLAINED



### SHREDDING

Shredding used water bottles or post-industrial cotton waste, certified by the Global Recycled Standard



### TRACER

Add AWARE™ tracer particles to the recycled fibre (unique fingerprint)



### YARNS

Spin yarn from the genuine recycled feedstock embedded with AWARE™ tracer



### FABRIC

Fabric is made from the yarn with tracer



### 1<sup>ST</sup> SCAN & VERIFY

Scan if AWARE™ tracer is detected in the yarn. If yes, a digital twin of the physical yarn (plus certification and LCA data) is registered in blockchain as AWARE™ tokens (each 1 kilo of yarn = 1 AWARE™ token)



### PRODUCTION

Final product is made



### 2<sup>ND</sup> SCAN & VERIFY

Scan if AWARE™ tracer is detected in the final product. If yes, the correct number of AWARE™ tokens related to kgs yarn used for the specific order will be transferred from the AWARE™ digital wallet to the Xindao digital wallet



### DOCUMENT

AWARE™ issues a Certificate Of Authenticity which confirms that the original genuine and certified recycled yarn (with the AWARE™ tracer) really have been used in final product



### SHIPMENT

Products are shipped and available for sale. Access to all original certifications, mass balance verification and impact saving validation. 100% transparent



### THE END OF GREENWASHING

The world's first fully traceable recycled polyester & cotton gift collection with a positive impact on the use of water



### YOUR BENEFITS

- \* Supporting water.org with 2% donation on every IMPACT product sold
- \* Secure traceability of our recycled materials. A true story from start to finish.
- \* Validated impact claims (saving water!)