



IMPACT

THE COLLECTION OF TOMORROW

THE END OF GREENWASHING

Do you trust all sustainable claims?
We believe that sustainability starts with transparency.

With our new IMPACT collection we want to end greenwashing and tell the true story about sustainability. We believe that traceability and sustainability are deeply connected. As market pioneers we are paving the way for the rest of the industry.

The IMPACT collection is a line of products that aims to make an impact on the use of water.

WHY DO WE WANT TO MAKE AN IMPACT ON THE USE OF WATER?

Water is a worldwide issue from the melting Arctic to dried outlands and the consequences are found all over the world. By 2025 50% of world's population will experience so called 'water stress'; Having to deal with a lack of sufficient and ready to use water. Water is a very tangible subject.

HOW CAN WE MAKE A POSITIVE IMPACT ON SAVING WATER?

By using recycled polyesters and cotton. When using these recycled materials we save thousands of litres of water. But how can we be sure that we are really using recycled materials and validate our water saving claims? With AWARE™ we guarantee the genuine used recycled fabric materials and the water impact reduction claim. AWARE™ is a virtual component that verifies sustainable content in a final product by tracer technology and validates claims by blockchain technology.

Start selling the true story of sustainability with genuine recycled rPET and cotton with validated impact claims. by doing this:

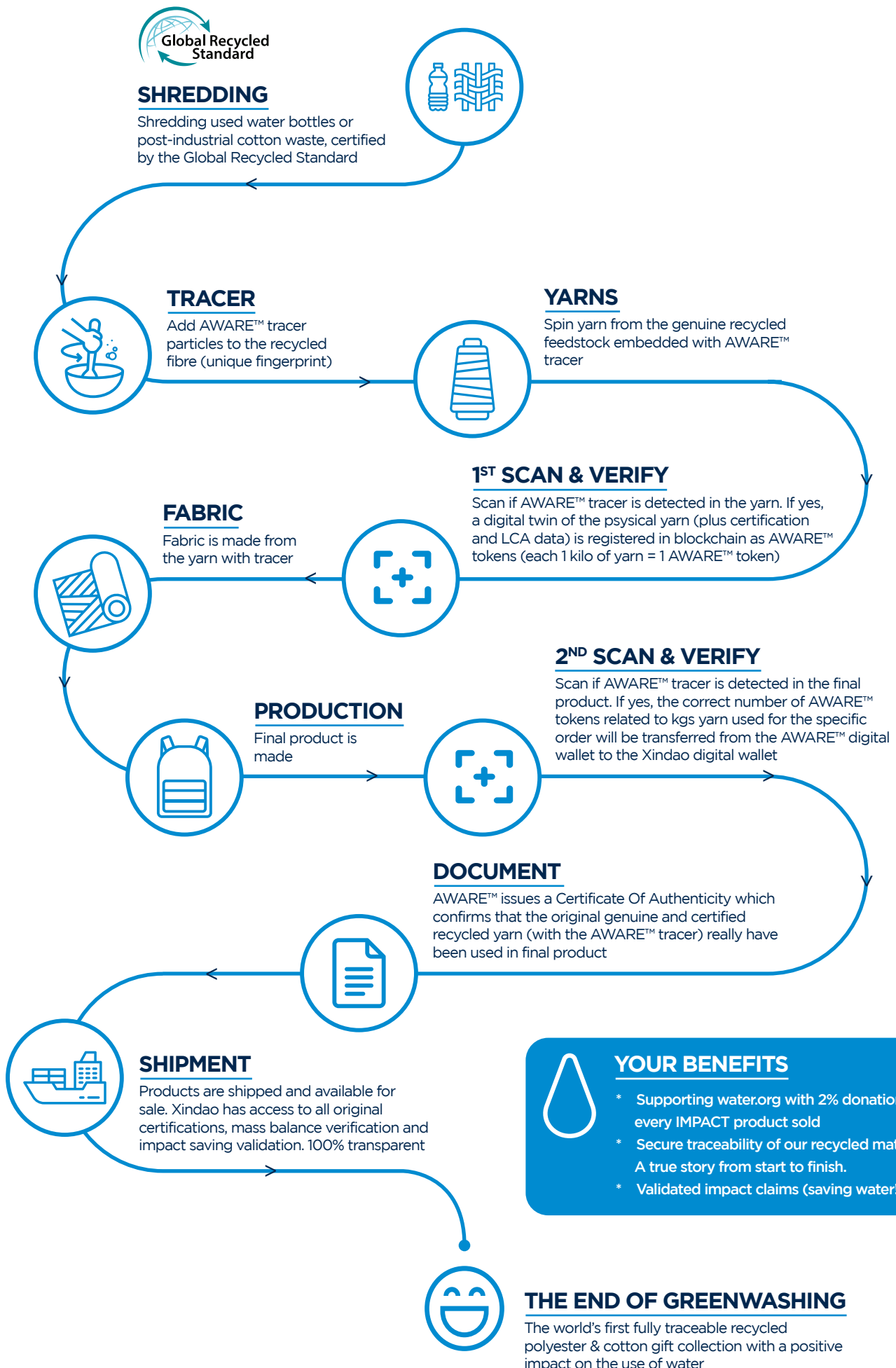
- 💧 You can offer secure traceability of our recycled materials. A true story from start to finish.
- 💧 Provide validated impact claims (saving water!)
- 💧 Support water.org with 2% donation on every IMPACT product sold

Do you dare to guarantee that your end product is really made from genuine recycled material?
With the IMPACT collection

YOU CAN!

IMPACT

www.theimpactcollection.org



IMPACT



DID YOU KNOW?
THIS BAG SAVED

1200 

LITRES OF WATER?

COMPARED TO A NON RECYCLED COTTON BAG

