

WEAVABEL

QUARTERLY



weavabel®

SUSTAINABILITY INSIGHTS FOR THE FASHION INDUSTRY.

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Weavabel’s plastic free polybag.

The newest product in our Spruce range offering is made from tree cellulose, meaning it is home compostable and biobased. The cellulose film is composed of natural wood pulp fibres from PEFC forests and is designed to be composted or disposed of with food waste. The film is available as coated or uncoated, depending on your product needs.


Unlike our glassine bags, this is clear material option, which looks and feels like a polybag, whilst being made of tree pulp.

By working through our global platform, the Cellulose bag can be produced in Asia or Portugal and then distributed directly to your vendors worldwide through our network of warehouses.


Our cellulose film garment bag can provide brands a sustainable alternative to plastic, which is essential to hit any plastic-free goals a brand may have. The ease at which the bag can be disposed of for the end consumer also helps to relieve pressure on waste systems, promoting a circular economy.



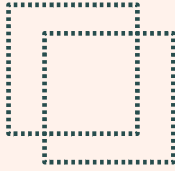
HOME COMPOSTABLE



MADE OF TREE CELLULOSE



PLASTIC FREE



CLEAR MATERIAL

[Visit our spruce page.](#)



Sustainability + the news



Doc Martens recycled leather collection

As no stranger to sustainable fashion, footwear brand Dr Martens has continued to innovate. This time, with a new shoe collection using reclaimed leather offcuts. This helps to reduce waste going to landfill that can otherwise have a purpose.

[See the collection](#)

Luxury & sustainability: Harrods releases a sustainability report

Luxury department store Harrods has released its first ESG Report. Here are a few of the highlights.

- 1st mapping of Scope 3 emissions, with goals to reduce Scope 1 and 2 greenhouse gas emissions by 90% by 2030.
- Solar energy used to power 41% of the Thames Valley Distribution Centre.
- Reduced food waste through a partnership with the Too Good To Go organisation.
- Launched a Harrods Beauty Recycling Scheme: MyBeauty Recycled & Reward helps consumers to recycle empty beauty packaging in exchange for rewards.

[Read the full report here.](#)



The White Company gains B Corp status

Known for its sustainability and well crafted products, fashion and lifestyle brand The White Company has gained B Corp status. Awarded by B Lab, the status aims to hold businesses to account on all areas of sustainability, from process to product.

[Read about The White Company's sustainability ethics.](#)



Zara: Is the brand sustainable?

Can a high-street fast fashion brand ever be sustainable and what does Zara do to try and improve its environmental impact?

Our blog goes in-depth on:

- The brand's circular approach to its supply chain and products.
- The Join Life initiative as well as other collections and company partnerships with experts in sustainability, such as Circ.
- Sustainability in retail spaces: the materials Zara uses to mitigate plastic use.
- And much more.

[Read it here.](#)

All you need to know about GOTS Certified products.

What is GOTS?

Our blog demystifies what GOTS products are, from cotton, bamboo, silk and more as well as how they can be safer for the consumer and our environment.

[Read more here](#) to find out about how GOTS can benefit your brand and what Weavabel can provide.



Visit
Weavabel's
Blog:



Weavabel customer case studies

See how Weavabel has helped brands like yours with their branded trims and packaging, and how we can help you to become more sustainable.

[Wed2B: How Weavabel helped the brand advance their sustainability objectives and elevate their brand image.](#)

Hydropol: Aquapak’s alternative to plastic packaging.

An article by Aquapak.

The fashion industry is committed to reducing plastic as new technologies provide sustainable packaging alternatives. Aquapak has recently published a report; The Future of Packaging in the Fashion Industry, with the help of 100 senior executives who work for fashion brands and retailers in the UK, US and Australia. The report reveals that the majority (88%) plan to stop using conventional plastic in packaging altogether. Some (8%) plan to abolish plastic within the next 12 months, 14% within one to two years, 19% within two to three years, 30% within three to four years and 28% within four to five years.

Almost half (48%) said they are extremely concerned about their company's use of polybags such as carrier and garment bags, (most of which are used for online commerce), and the damage they cause to the environment. According to the global innovation platform Fashion for Good, the fashion industry uses around 180 billion polybags annually.



The research also showed that of the steps taken to reduce plastic packaging, 77% have folded items differently, 59% have removed unnecessary types of packaging and 46% have changed the packaging type.

Regarding the move to sustainable materials, almost half of fashion executives said they use them exclusively and 38% said they have started to use them but there's room for improvement. When asked about alternative materials used to date, two-thirds were using bioplastics; plastic materials produced from renewable biomass sources such as starch, oils, woodchips and sawdust. Over half (57%) said that they are using paperboard, 52% cited multi-material combinations, and 48% said they were using new polymers which offer the same properties as plastic, but without harming the environment.

For example, several early-adopter fashion brands with sustainability at the centre of their brand strategy have used the revolutionary new polymer, Hydropol. Weavabel can now offer this exciting new option to fashion and retail brands as a proven alternative to the traditional polybag.



Hydropol™ - The solution to fashion’s polybag problem.

Developed over the last ten years to help reduce plastic packaging pollution and spearhead the change to next-generation packaging materials, UK-based Aquapak launched Hydropol, which is soluble, non-toxic to marine life and provides multiple safe end-of-life disposal options.

Hydropol can be used as an alternative to conventional plastic in various applications as it provides the same functionality and performance but without the associated environmental problems. It is currently used to make different packaging products including garment bags and still offers all the necessary features of traditional polybags: strength and puncture resistance; clarity of film; and protection from leakages and dirt.

Multiple hassle-free end-of-life disposal options for brands and consumers.

Hydropol garment bags present zero end-of-life issues for consumers and brands. They can be disposed of in existing domestic waste streams without contaminating other recyclable products or dissolved immediately in hot water at home without producing harmful microplastics. They are even compostable and degrade harmlessly if they end up on land or in the ocean. Hydropol bags are also robust enough to be reused multiple times by retailers if a system is in place to collect them.

Our study shows there is a commitment at the highest level in the fashion industry to stop using plastic. Brands and retailers are already taking steps to reduce their dependency on plastic packaging, but the pace of change could be much faster. New materials exist that perform in the same way as plastic, providing garment and merchandise protection but do not have any of the environmental problems associated with it.

Mark Lapping, CEO of Aquapak

[Find out more about our soluble polybags here.](#)

Meet our Team:



Duncan, Graphic Designer.

Recently, I joined Weavabel as a Designer. I work alongside Rebecca creating and checking artwork for all our lovely customers, and working on the Weavabel brand as a whole. I'm still getting familiar with all things Weavabel, but over time I want to help take ownership of the outward-facing brand's look and feel, and public-facing image. I've recently finished creating a new and improved product brochure, and as part of this process, I've started to create a set of assets and a coherent brand guideline document which spans the brand online and offline, so watch this space.

As a Designer with 26 years under my belt, I have a lot of experience to draw on and know what to look out for when creating new artworks, or checking and correcting supplied client artworks.

In previous roles, most of my work has been online only, including social posts and branded documents hosted online. So working here at Weavabel it's amazing to see, feel and smell printed samples again. Over the years it's one of the things I've missed. In my first role (pre-internet) everything was printed, brochures, leaflets, etc. Everything we printed came into the office, where we would check it, then split the quantities as required and courier to their final destination. There's nothing quite like the smell of print on freshly guillotined paper.



Outside of design, I have a wide and eclectic mix of interests. I'm very active; I enjoy walking, road cycling, mountain biking, skateboarding, snowboarding, surfing and paddle boarding, all the boards! Recently I purchased a pair of rollerskates to go to roller discos on a weekend with my wife and daughter who love it. I also love mid-century pottery and furniture, and everything in between. I can be frequently found at antique fairs with my family on the hunt for the next bargain and antique of the future!



Over the past six years, I have been getting back into more traditional art outside of work. During the first lockdown, I started working with one of my early loves, pastels, and then moved on to black and white penwork, scanning and colouring up in Illustrator. This then led full circle to me drawing from scratch in Illustrator. I had my first skateboard art show in February, one of the prints was of Rory Milanes who rides for Palace Skateboards. I love all things music, and like many, I have recently re-set up a turntable in the living room so I can play vinyl new and old. In my late teens and early 20s, I was a budding bedroom DJ (weren't we all), playing everything from drum and bass to house.

As you may have noticed, there's a definite theme here. With a brief hiatus in my late teens and early 20s, (the DJ years), it's always been about skateboarding. It's been my one constant love ever since I was a young kid and I pinched a plastic 70s skateboard out of my neighbour's coal cellar. I'm fully immersed in the local skate scene and get out on my board as much as adulting permits. I can always be found at the skatepark on a Saturday morning with my crew all year round, weather permitting! When I was a teenager I loved a brand called Insane*, originally set up as a sub-brand of Slam City Skates in London. I loved their large fun, bright graphic screen printed t-shirts. This is something that Palace Skateboards does well; simple, large, bright and fun prints. So working here at Weavabel with clients such as Palace and other skate brands is amazing, making it feel like I finally made it working with brands on sustainable projects that I personally back!

*@insane_emporium

Navigating EU fashion regulations: Get ready for the Digital Product Passport with Retraced

The European Digital Product Passport (DPP) is a groundbreaking initiative that provides a comprehensive electronic record of a product's lifecycle, including manufacturing details, materials used, and usage data accessible via QR codes.



The key goals of the DPP are ambitious and crucial: to provide downstream industry stakeholders with relevant information, promoting sustainability, circularity, and value retention. By 2030, Digital Product Passports will be mandatory on textiles sold in Europe, signaling a significant shift towards transparency and accountability in the fashion sector.

To meet DPP regulations, stakeholders must collect various data from the upstream supply chain network, ensuring transparency and traceability. While the exact data requirements are still evolving, they will encompass traceability, transparency, sustainability practices, and environmental impact.

Brands and retailers play a pivotal role in enabling circular downstream business models through compliance with DPP regulations. By embracing transparency and adopting platforms like Retraced, brands can not only meet regulatory requirements but also build trust with consumers and drive positive change in the industry.

Retraced empowers brands to disclose controlled ESG (Environmental, Social, and Governance) data collected through our platform to end consumers. With Retraced, brands can navigate the complexities of DPP compliance and communicate their sustainability efforts effectively.

Retraced and Weavabel are collaborating on the Retraced network. Weavabel is waiting for you on the platform to assist you to map your products on Retraced, showcasing your product journey through the Digital Product Passport.

Find out more about Retraced and Weavabel's partnership [here](#).



Credits

- [The Weavabel Blog](#)
- [Premiere Vision](#)
- [Weavabel Case Studies](#)
- [Retraced](#)
- [The White Company](#)
- [Doc Martens](#)
- [Aquapak](#)
- [Harrods ESG Report](#)

