



PURE WASTE

100% RECYCLED TEXTILES

Our mission is to develop 100% recycled fabrics and products for a more sustainable industry.

A photograph of a large pile of discarded cotton bales in a warehouse. The bales are stacked and some are partially unwrapped, showing the raw cotton. The background is a corrugated metal wall. The text is overlaid in white on the image.

3.5 MILLION
TONS OF COTTON IS THROWN AWAY

PURE WASTE

COTTON RECYCLING

2.6% OF ALL CROP LAND
IS USED TO GROW COTTON

24 MILLION TONS OF NEW COTTON, EVERY YEAR

95% OF TEXTILE FIBRE COULD BE RECYCLED

ONLY 15% OF TEXTILE FIBRE IS RECYCLED

PURE WASTE

PROCESS



Our products are made of textile waste, leftover from the clothing manufacturing process.



We first sort the waste by colour then we refiber and spin it into new yarn.

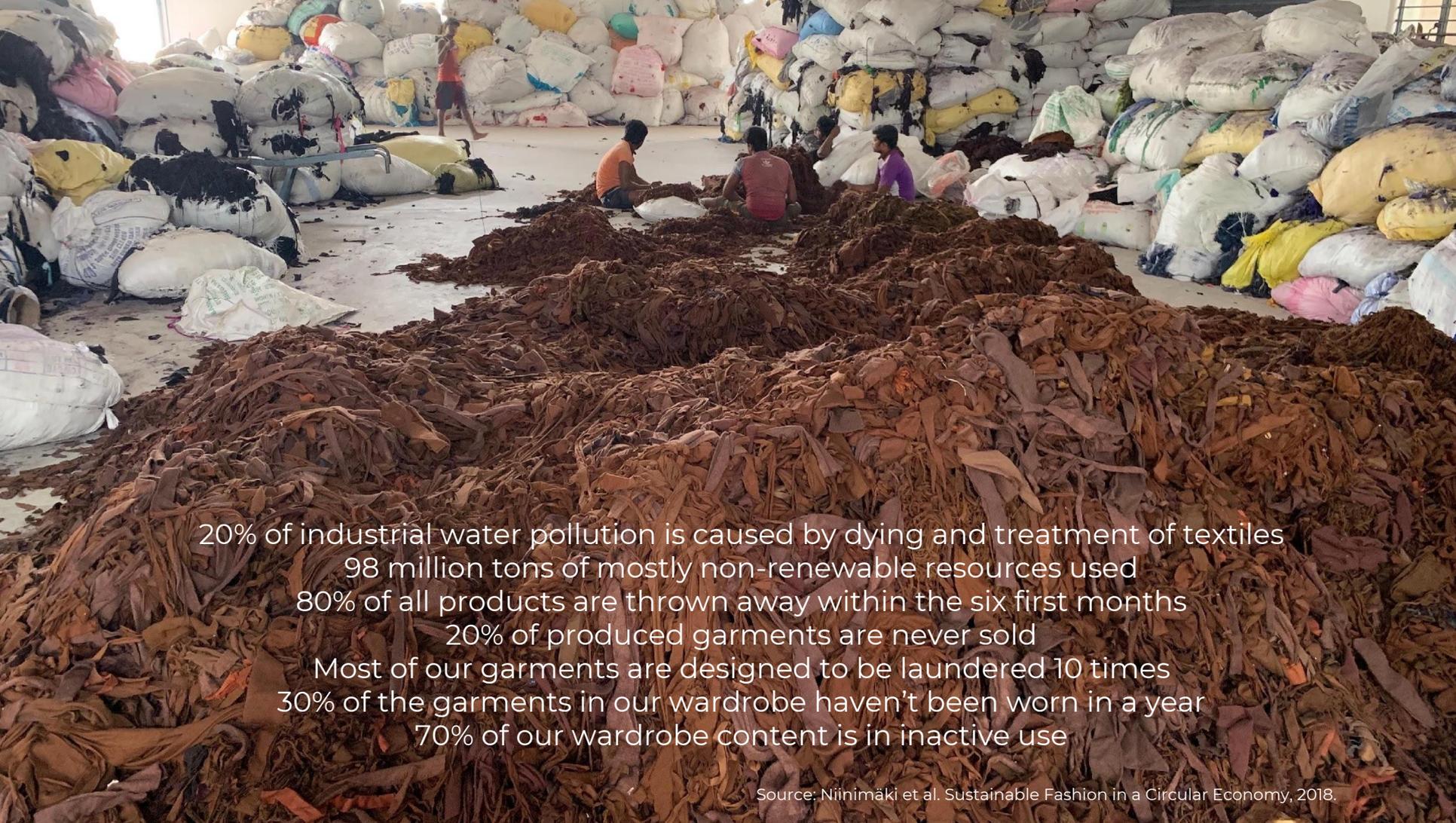


This allows us to produce fabrics without dyeing and without use of fresh cotton.



We turn the fabrics into products that save huge amounts of fresh water.*

***IT TAKES OVER 11,000 LITRES OF FRESH WATER TO GROW 1 KG OF COTTON.**



20% of industrial water pollution is caused by dyeing and treatment of textiles
98 million tons of mostly non-renewable resources used
80% of all products are thrown away within the six first months
20% of produced garments are never sold
Most of our garments are designed to be laundered 10 times
30% of the garments in our wardrobe haven't been worn in a year
70% of our wardrobe content is in inactive use

PURE WASTE

BUSINESS MODEL

Yarns - Fabrics - Private label - B2B sales - B2C - R&D

PURE WASTE

TEAM

**12 people in Finland
1 partner in India + 80 employees.**

For us, how we do business and how we treat people are both important.

PURE WASTE

OFFER

100% recycled yarns, fabrics and ready made garments

**Co-branding with Pure Waste is a natural step towards sustainability.
The Pure Waste logo on our fabrics acts as a certificate of ecological value and quality.**

PURE WASTE

BY CHOOSING PURE WASTE



**100% recycled
raw materials**



**Save 11.000
litres of water**



**No chemicals
or pesticides**

PURE WASTE

**IN VERY SIMPLE TERMS,
WE MAKE WASTE PURE.**

Thank you!
Hannes Bengs