



**PURE WASTE**

**100% RECYCLED TEXTILES**



## ABOUT US

At Pure Waste textiles, we make ecologically sustainable 100 % recycled yarns, fabrics and ready-made garments. Our products are entirely made out of recycled textile waste and offer the consumer the same quality and comfort as those made out of virgin materials.

### THE COMPANY

At Pure Waste, we measure profits only in the wellbeing of the planet. We use textile waste, the otherwise valueless material, to upcycle it back into premium quality products. We have chosen to concentrate on cotton, since it's the most used yet least recycled fabric, and demands an unbearable amount of water to grow.

### OUR STORY

The roots of the company stretch out from the strong Nordic tradition of recycling. We draw motivation from the clean and pure environment of our native Finland. We first began experimenting with industrial leftover materials with our first-born Costo – a company that specializes in sustainable textile accessories. We were committed to make only ecological and otherwise ethical choices – without compromises. So when we couldn't find a fabric that was 100 % ecological, we decided to do it ourselves.

### THE PURE WASTE PHILOSOPHY

We, at Pure Waste, think that all of our doings have an impact on something. We know that sustainability and quality go together. We believe that fashion and ecological thinking should go together too. Therefore, we strive to do things in the most ecological and ethical way possible.

### OUR NAME

The name "Pure Waste" is our promise to only use materials that would otherwise go to waste. It's also our wish to challenge the whole perception of waste. Pure Waste is recycling upgraded. This is our vision – to recreate the fashion industry, and lead it into the future of recycling. We want to industrialize textile recycling globally as a common practice.



## SOCIAL RESPONSIBILITY

### OUR PEOPLE

For us, how we do business and how we treat people are both important. We strive to be transparent in everything we do. We want to provide fair, safe and legal working conditions for everyone who works with us.

We located our CMT factory in the Tiruppur area of southern India. It's a building designed and built for industrial use, so we can guarantee a safe working environment. We comply with local laws and international regulations, such as the UN Universal Declaration of Human Rights. We try to ensure that the standards are not only fulfilled, but also improved upon.

Our employees have work contracts, are on a payroll and are paid monthly. Working hours are less than the local average – 10 hours per day. Over time is paid and not compulsory. Salaries are higher than average in the region. We also cover social expenses and light food. Transportation is provided as well as accommodation, when necessary.

No under-age workers are permitted. Half of our employees are from the nearby village and the eldest of the village is also the head of the factory. To ensure our standards are fulfilled, one of the shareholders of the company is Indian. He is responsible for daily operations in India. We also personally visit the factory regularly. The commitment of the local workers helps us to function according to our values at all the levels. For us, it is important that employees are treated fairly and that we can take care of their well-being.



Factory Manager with Pure Waste T-shirt.





OUR FACTORY

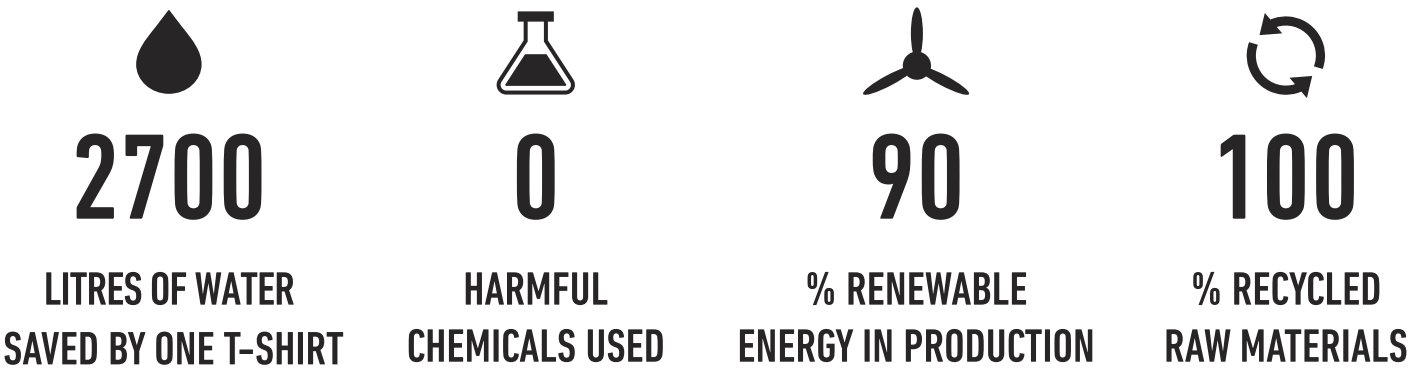
There may be a lot of undesirable effects for a region when producing in a developing country, but our aim has been to minimise harmful impacts and instead bring positive benefits for the village community. We not only produce water-saving textiles, but we also keep an eye on all our responsibilities.

The available resources are used as efficiently as possible to minimise harmful environmental impacts. 90 % of the energy used in the factory comes from wind power. Waste is recycled from bio -toilets for cultivation, and to produce cooking gas for our workers. The fence surrounding the factory is made of 56 000 recycled plastic bottles. The factory is located in a dry area, so water usage is regulated. There is a well, and a water pipe built to the factory that benefits people living in the area.

We strive for a broad responsible approach in our operations that we constantly improve in cooperation with our partners. If you have any questions, please do not hesitate to get in touch.



CMT factory in the Tiruppur area of southern India.







MEN’S CREW NECK T-SHIRT

ONE T-SHIRT SAVES 2700 L FRESH WATER

Crew Neck  
Regular Fit  
Responsibly made in India  
Model is 184cm and wears size L  
Available in: XS-4XL (3XL & 4XL available in white, black & mel grey)  
Sku: TSMB



White  
TSMB00



Black  
TSMB99



Grey Melange  
TSMB92



Anthracite Grey  
TSMB95



Navy Melange  
TSMB230



Solid Navy  
TSMB68



Khaki Green  
TSMB77



Ecru  
TSMB01

SIZE (CM)	XS	S	M	L	XL	XXL	3XL	4XL
1/2 CHEST	46	49	52	55	58	61	64	67
SLEEVE LENGHT	19	19,5	20	20,5	21	21,5	22	22,5
BODY LENGTH	73	74,5	76	77,5	79	80,5	82	83,5



WOMEN’S O-NECK T-SHIRT

ONE T-SHIRT SAVES 2700 L FRESH WATER

O-Neck  
Regular Fit  
Responsibly made in India  
Model is 172cm and wears size S  
Available in: XS-XXL (2XL currently not available in Navy Melange)  
Sku: TSWB



White  
TSWB00



Black  
TSWB99



Grey Melange  
TSWB92



Anthracite Grey  
TSWB95



Navy Melange  
TSWB230



Solid Navy  
TSWB268



Ecru  
TSWB01

SIZE	XS	S	M	L	XL	XXL
1/2 CHEST	43	46	49	51	55	58
SLEEVE LENGHT	15,5	16	16,5	17	17,5	18
BODY LENGTH	65,5	67	68,5	70	71,5	73





MEN’S LONG SLEEVE SHIRT

ONE SHIRT SAVES 2900 L FRESH WATER

Crew Neck  
Regular Fit  
Responsibly made in India  
Model is 184cm and wears size L  
Available in: XS-XXL  
Sku: LSMB



Black  
LSMB99



Grey Melange  
LSMB92

SIZE (CM)	XS	S	M	L	XL	XXL
1/2 CHEST	46	49	52	55	58	61
SLEEVE LENGHT	64	65	66	67	68	69
BODY LENGTH	71	73	75	77	79	81



WOMEN’S LONG SLEEVE SHIRT

ONE T-SHIRT SAVES 2900 L FRESH WATER

Crew Neck  
Regular Fit  
Responsibly made in India  
Model is 174cm and wears size S  
Available in: XS-XL  
Sku: LSWB



Black  
LSWB99



Grey Melange  
LSWB92

SIZE (CM)	XS	S	M	L	XL
1/2 CHEST	43	46	49	51,5	54
SLEEVE LENGHT	62	63	64	65	66
BODY LENGTH	65,5	67	68,5	70	71,5





UNISEX RAGLAN SWEATER

ONE T-SHIRT SAVES 6200 L FRESH WATER

Crew Neck  
Regular Fit  
Responsibly made in India  
Model is 184cm and wears size L  
Available in: XXS-4XL (3XL & 4XL only available in mel grey & black)  
Sku: SWUB



Black  
SWUB99



Grey Melange  
SWUB92



Navy Melange  
SWUB230



Anthracite  
SWUB95



White  
SWUB00



Ecru  
SWUB01

SIZE (CM)	XXS	XS	S	M	L	XL	XXL	3XL	4XL
1/2 CHEST	48	51	54	57	59	61	63	65,5	68,5
SLEEVE LENGHT	77,5	79,5	81,5	83,5	85	86,5	88	88	89
BODY LENGTH	66	69	72	75	77	79	81	81	82





UNISEX HOODIE

ONE T-SHIRT SAVES 8700 L FRESH WATER

Regular Fit  
Responsibly made in India  
Model is 179cm and wears size M  
Available in: XXS-4XL (3XL & 4XL only available in mel grey & black)  
Sku: HDUB



Black  
HDUB99



Grey Melange  
HDUB92



Anthracite  
HDUB95



Navy Melange  
HDUB230



White  
HDUB00



Ecru  
HDUB01

SIZE (CM)	XXS	XS	S	M	L	XL	XXL	3XL	4XL
1/2 CHEST	48	51	54	57	59	61	63	65,5	68,5
SLEEVE LENGHT	77,5	79,5	81,5	83,5	85	86,5	88	88	89
BODY LENGTH	66	69	72	75	77	79	81	81	82





UNISEX ZIP HOODIE

ONE T-SHIRT SAVES 8700 L FRESH WATER

Regular Fit  
Responsibly made in India  
Model is 174cm and wears size S  
Available in: XXS-4XL (3XL & 4XL only available in mel grey & black)  
Sku: HJUB



Black  
HJUB99



Grey Melange  
HJUB92



Anthracite Grey  
HJUB95



White  
HJUB00

SIZE (CM)	XXS	XS	S	M	L	XL	XXL	3XL	4XL
1/2 CHEST	48	51	54	57	59	61	63	65,5	68,5
SLEEVE LENGHT	77,5	79,5	81,5	83,5	85	86,5	88	88	89
BODY LENGTH	66	69	72	75	77	79	81	81	82



PLAIN KNIT

ONE KNIT SAVES 2500 L FRESH WATER

Regular Fit  
Responsibly made in India  
Model is 189cm and wears size M  
Available in: XS-XXL  
Sku: KMB



Black  
KMB99



Grey Melange  
KMB92

SIZE (CM)	XS	S	M	L	XL	XXL
1/2 CHEST	46	49	52	55	58	61
SLEEVE LENGHT	62	63	64	65	66	67
BODY LENGTH	67	69	71	73	75	77





WAFFLE KNIT

ONE KNIT SAVES 5500 L FRESH WATER

Regular Fit  
Responsibly made in India  
Model is 189cm and wears size M  
Available in: XS-XXL  
Sku: WKMB



Grey Melange  
WKMB92

SIZE (CM)	XS	S	M	L	XL	XXL
1/2 CHEST	47	50	53	56	59	62
SLEEVE LENGHT	62	63	64	65	66	67
BODY LENGTH	67	69	71	73	75	77



UNISEX SHIRT

ONE KNIT SAVES 3700 L FRESH WATER

Regular Fit  
Responsibly made in India  
Model is 189cm and wears size M  
Available in: XS-XXL  
Sku: SUB



Black  
SUB99



Grey Melange  
SUB92

SIZE (CM)	XS	S	M	L	XL	XXL
1/2 CHEST	50,5	53,5	56,5	59	61,5	64
SLEEVE LENGTH	54,5	56,5	59	59,5	60	60,5
BODY LENGTH	72,5	73,5	74,5	76	77,5	79





UNISEX SWEATPANTS

ONE PAIR SAVES 6200 L FRESH WATER

Regular Fit  
Responsibly made in India  
Model is 184cm and wears size L  
Available in: XXS-XXL  
Sku: SWPUB



Black  
SWPUB99



Grey Melange  
SWPUB92

SIZE (CM)	XXS	XS	S	M	L	XL	XXL
1/2 WAIST	32	35	38	41	44	47	50
INSEAM LENGTH	69	70	71	72	74	76	78



## KIDS T-SHIRTS

ONE T-SHIRT SAVES 1900 L FRESH WATER

Regular Fit

Responsibly made in India

Available in: 98-104 | 110-116 | 122-128 | 134-140 | 146-152

Sku: KDTS



Black  
KDTS99



Grey Melange  
KDTS92



White  
KDTS00



Navy Melange  
KDTS230

SIZE (CM)	98-104	110-116	122-128	134-140	146-152
1/2 CHEST	32cm	35cm	38cm	40,5cm	43cm
SLEEVE	11,5cm	12cm	12,5cm	13,5cm	14,5cm
BODY	44cm	47cm	51cm	55cm	59cm





**SHOPPING BAG**

ONE BAG SAVES **1100 L** FRESH WATER

Dimensions: 41cm x 45cm

Handle length: 62cm

Responsibly made in India

Sku: SB



**Ecru  
SB01**



**Black  
SB02**

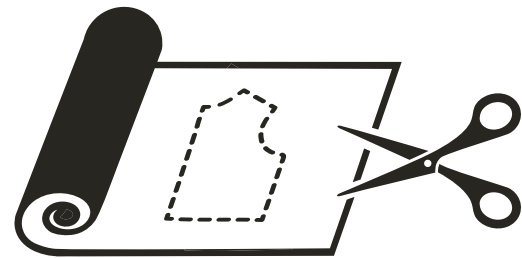


**Navy  
SB68**

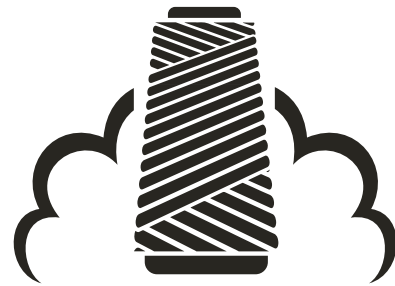


**Light Blue  
SB62**

## RECYCLING 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.\*

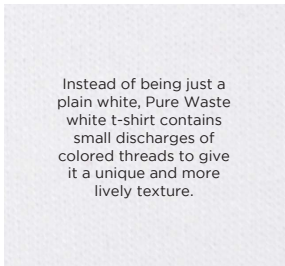
**\*IT TAKES OVER 11,000 LITRES OF FRESH WATER TO GROW 1 KG OF COTTON.**

**MADE OF 100% RECYCLED TEXTILE WASTE.  
NO FRESH COTTON. NO WATER WASTED.**

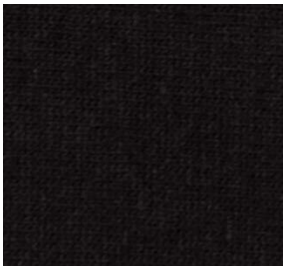


# PURE WASTE 100% RECYCLED FABRICS

## T-SHIRTS / LONG SLEEVES



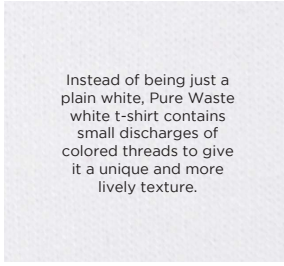
Fabric: single jersey  
Color: white  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 180g



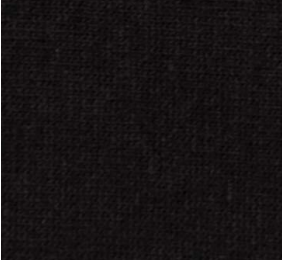
Fabric: single jersey  
Color: black  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 180g



Fabric: single jersey  
Color: grey melange  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 180g



Fabric: recycled brushed fleece  
Color: white  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 280g



Fabric: recycled brushed fleece  
Color: black  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 280g



Fabric: single jersey  
Color: anthracite  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 180g



Fabric: single jersey  
Color: navy melange  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 180g



Fabric: single jersey  
Color: khaki green  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 180g



Fabric: recycled brushed fleece  
Color: grey melange  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 280g



Fabric: recycled brushed fleece  
Color: anthracite  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 280g



Fabric: recycled brushed fleece  
Color: navy melange  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 280g

## SWEATERS / HOODIES / SWEATPANTS

## KNITWEAR



Knit: 12 gg plain knit  
Color: black  
Yarn: 60% recycled cotton,  
40% recycled polyester



Knit: 12 gg plain knit  
Color: grey melange  
Yarn: 60% recycled cotton,  
40% recycled polyester

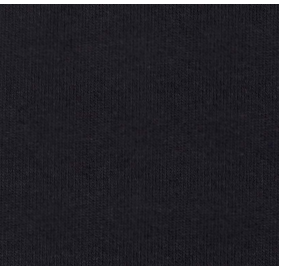
## SHOPPING BAGS



Fabric: plain weave  
Color: black  
Yarn: 100% recycled cotton  
Weight: 135g/m2



Fabric: plain weave  
Color: ecru  
Yarn: 100% recycled cotton  
Weight: 135g/m2



Fabric: plain weave  
Color: solid navy  
Yarn: 60% recycled cotton,  
40% recycled polyester  
Weight: 135g/m2