

SHADES OF GREEN TEXTILE

WHAT DO THE LABELS & WORDS MEAN?

To make it easier for you to be a "conscious consumer", a variety of certifications have been developed to indicate some kind of sustainability. Some are legal or certified definitions, ex: *GOTS (Global Organic Textile Standard)*, *EU Ecolabel & fairtrade**. Others are **common greenwash** claims with interchangeable/interpretable meaning. Use "The greenwash guide ->" and ask the questions before you buy or believe the claims.

SUSTAINABLE

The focus is on the future, an item or action, generating environmental, social, and economic benefits, not causing pollution, or using too many resources.

ECO-FRIENDLY

Something that doesn't harm the planet.

ORGANIC

Production free from toxic chemicals & pesticides harmful to both environment & humans. Organic production supports biodiversity and biological cycles.

CLEAN

Implies that ingredients, natural or synthetic, is not harmful to your health.

NON-TOXIC

Products free from ingredients that can harm your health or the environment.

CONSCIOUS

A trendy interpretable term, referring to the awareness of consumers & standards regarding health and the environment.

ETHICAL

A broad term, referring to working conditions & payment for workers in the industry.

 Rethink.nu

 www.re-think.nu

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The Greenwash Guide

What is greenwashing?

"Companies misleading consumers and falsely giving the impression of being environmentally friendly, responsible and sustainable"

Learn how to detect greenwashing

Green & Sustainable

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QUESTIONS
TO ASK

- According to who?
- Compared to what?
- Who made it?
- In what purpose?
- How?
- What standards?
- Can they prove it?

You can make a difference!

Do you want to help us spread knowledge & information, please contribute to the cause by donations



A BEGINNER'S GUIDE TO TEXTILES

RETHINK

DUCE
PAIRE
USE
CYCLE
SPECT

Sustainable branding

Can I trust them?

Did you know?

The textile industry releases **more CO₂ emissions than flight- & ship industry together?**

Which material should I chose?

A small guide to tell what your clothes are made of



“ Our vision is to learn & understand the consequences of our choices to create a living planet together ”

Learn to understand care labels and prolong the life of your clothes

Is it really better with organic?

IT'S TIME TO RE-THINK

Grose, my clothes stink even after wash... Why?

LEARN MORE @RE-THINK.NU



THE TEXTILE JOURNEY

10-25% dyes are lost in the process



Know your materials

An Introduction to example materials

- COTTON**
 - Plant fiber
 - Cool, soft, comfortable & durable
 - Most widely used fiber in the world
 - High water consumption & pesticide as crop
- SILK**
 - Animal fiber, butterfly cocoon
 - Soft, temperature regulating, strong, light & comfy
 - Low environmental impact
- WOOL**
 - Animal fiber, (e.g. sheep, goat, alpaca)
 - Scratchy to super soft, thick to super thin
 - Nature's functional material - transports moisture & is self-cleaning
- VISCOSE**
 - Cellulose-based, (fiber also called Rayon)
 - Soft, absorbent, lightweight & cool
 - Uses chemicals to regenerate cellulose (viscose process) from e.g. eucalyptus, pine, bamboo, soy, sugar cane
- LYOCELL**
 - Cellulose-based, (similar to viscose)
 - Uses other chemicals, first to use closed processes, leading to less emission
 - Soft, absorbent, lightweight, cool & drapes nice
- NYLON**
 - Petroleum-based fiber, (also called Polyamide)
 - Extreme strong & elastic, good color fastness, wrinkle-free & absorbs very little water
 - Multi used, e.g. clothes, fishing line & tents
- POLYESTER**
 - Petroleum-based fiber
 - Second, largest used material after cotton
 - Very strong, flexible &, quick-drying
 - Hard to get clean, as human bacteria stays and makes it smell

HAND-MADE NATURAL FIBERS

Either from plant or animals Used as they are, no chemical processes. **Degradable**

MAN-MADE

MATERIALS

ARTIFICIAL FIBERS
Chemically processed natural material, often wood/pulp
Degradable

SYNTHETIC FIBER
Fossil oil-based (petroleum = plastic) materials
Nondegradable

Microplastics



- Sales
- Distributions

CONSCIOUS CONSUMERISM*
Purchase

Did you consider alternatives?

- Second hand
- Borrow/exchange with friends

Use

- Wearing
- Airing
- Washing



Don't be fooled by the company's greenwashing

Reuse, repair, redo

Recycle?

Avoid synthetic materials

Look after your clothes to prolong their life

What can I do?

Wear jeans ten times before washing - save water usage by 77%

Wash less & minimise use of detergent

Buy less, higher quality & sustainable materials

Buy organic!

Why is organic better than conventional?

It doesn't spread pesticides polluting the air, soil & water.

It keeps the ecosystem alive.

For example, conventional agricultural growth of cotton uses 25% of all pesticides used worldwide.

Build your knowledge & you will develop your common sense

RE-THINK