



WE DON'T HAVE MUCH TIME LEFT !!!

Before it's too late. www.org





SHRINK WRAPPED PLANET!

Plastic Waste



Plastic as we know it has only really existed for the last 60-70 years, but in that time it has transformed everything from clothing, cooking and catering, to product design, engineering and retailing. But there is a problem.....

How much plastic?

An estimated **8.3bn tonnes** of virgin plastic has been produced to date



8.3billion Tons

Virgin Plastic

A paper published in the journal Science Advances by industrial ecologist Dr. Roland Geyer, from the University of California in Santa Barbara, and colleagues, calculated the total volume of all plastic ever produced at **8.3bn tons**.

As of 2015, approximately **6.3bn tonnes** of plastic waste had been generated



6.3billion Tons

Plastic waste

Of this, some 6.3bn tons is now waste - and 79% of that is in landfill or the natural environment

9% recycled

12% incinerated

79% accumulated in landfills or the natural environment

9% Recycled

Back to use

This is now what we are going to do.

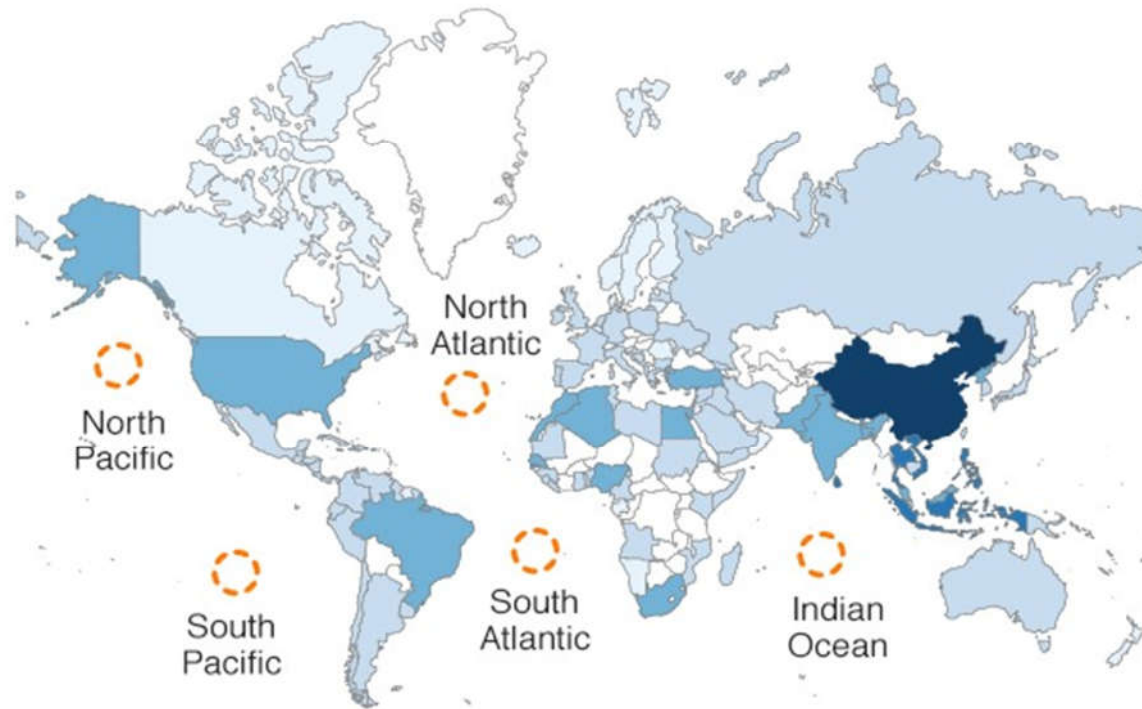
If current production and waste management trends continue, roughly 12bn tons of plastic waste will be in landfills or the natural environment by 2050.

Plastic Enters our Oceans



Marine Life is facing "irreparable damage" from the millions of tons of plastic waste which ends up in the oceans each year. This video was filmed by a diver in Bali, Indonesia when he went looking for Coral reefs.

Ocean Plastic Map



Mismanaged plastic waste, tonnes

0 > 5 million



Gyres - Whirlpools of water which trap huge collections of waste in their currents

How much plastic waste ends up in the sea?

It's likely that about 10m tons of plastic currently ends up in the oceans each year.

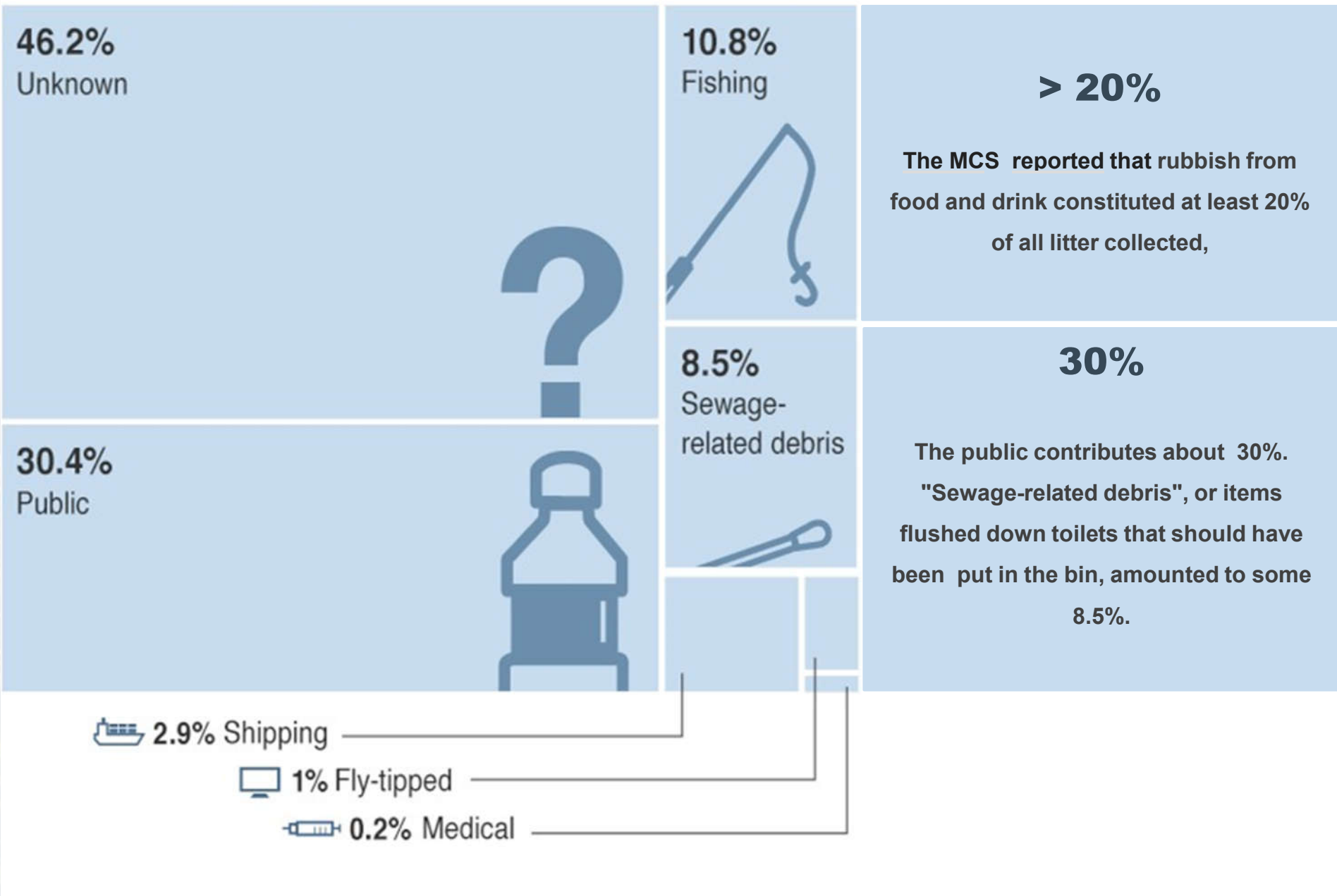
Asian Nations

192 coastal countries contributing to ocean plastic waste, and found that Asian nations were 13 of the 20 biggest contributors.

China

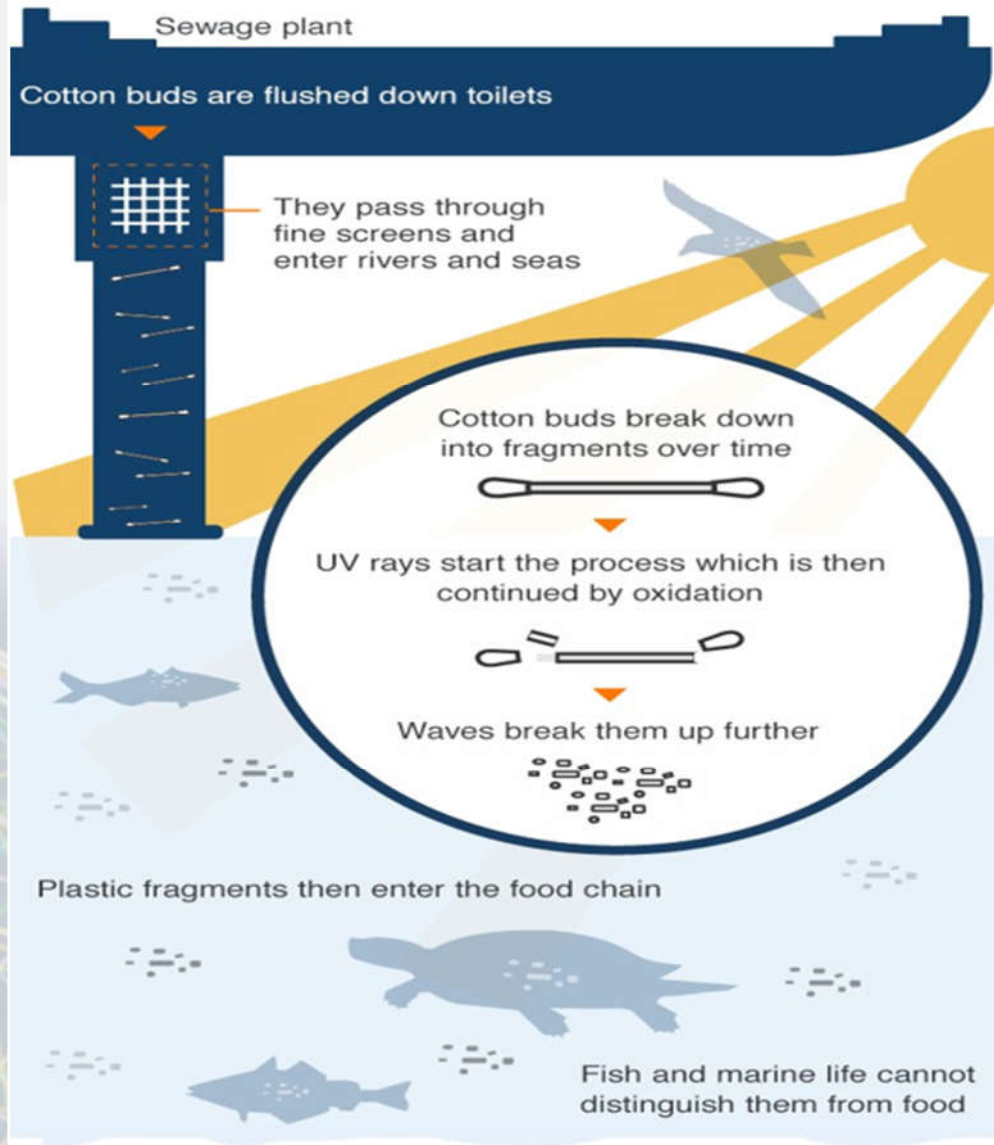
China was top of the list of countries mismanaging plastic waste.

Where does beach waste come from?

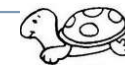


Source: Based on a Marine Conservation Society survey of 339 beaches across the UK

What can happen to your cotton buds?



For sea birds and larger marine creatures like turtles, dolphins and seals, the danger comes from being entangled in plastic bags and other debris, or mistaking plastic for food.



TURTLES

Cannot distinguish between plastic bags and jellyfish, which can be part of their diet. Plastic bags, once consumed, cause internal blockages and usually result in death.



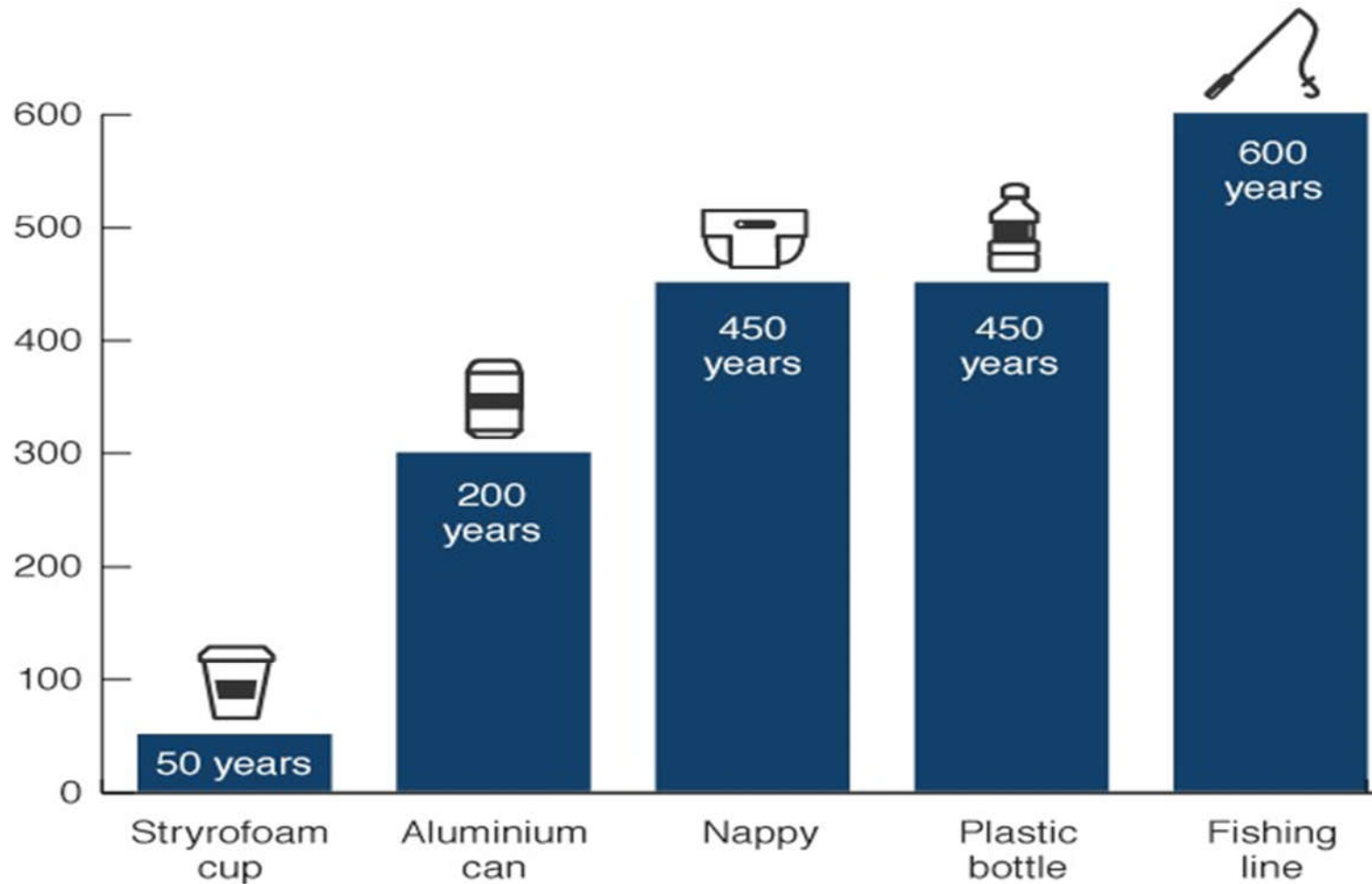
SEA BIRDS & WHALES



Larger pieces of plastic can also damage the digestive systems of sea birds and whales, and can be potentially fatal.

Over time, plastic waste slowly degrades and breaks down into tiny micro- fragments which are also causing scientists concern.

How long till they're gone?



The hard-wearing qualities of most plastics means that some items can take hundreds of years to biodegrade.

How many plastic bottles?



480 BILLION

Drinks bottles are one the most common types of plastic waste. Some 480bn plastic bottles were sold globally in 2016 - that's a million bottles per minute.

110 BILLION

Of these, 110bn were made by drinks giant Coca Cola.

SINGLE USE

This vast amount of waste has been driven by modern life, where plastic is used for many throwaway or "single use" items, from drinks bottles and nappies to cutlery and cotton buds.

new life™

- 1• What is newlife™
- 2• newlife™ applications
- 3• newlife™ sustainability figures
- 4• newlife™ certifications
- 5• newlife™ trademark

new life™: what it is



newlife™ is a unique, complete and certified system of recycled polyester filament yarns coming from post consumer polyester processed back into a polymer through a special process and spun into yarn.



newlife™: application



Lingerie



Fashion



Casual wear



Career wear



Luggage



Workwear



Sportswear



Labels
Ribbons



Automotive



Home Textile

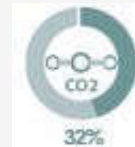


Furnishing
Outdoor Furnishing



newlife™: LCA study provided by ICEA

According to a study carried out by the ICEA (Institute for Ethic and Environmental Certification) using the methodology of Life Cycle Assessment (LCA), in compliance with ISO 9001, ISO 14044, producing 1 kg of Newlife™ allows a saving in terms of consumption of energy resources and CO₂ emissions which, compared to virgin polyester fibers production, results in:



Newlife™	50,6 MJ	3,88 kg CO ₂ eq	3,26 lt
Virgin PET fibers	127,2 MJ	5,7 kg CO ₂ eq	60 lt
Savings	-60%	-32%	-94%

Consumption of energy resources

Global Warming Potential

Water consumption

newlife™ certifications



CERTIFIED ENVIRONMENTAL
MANAGEMENT SYSTEM



new life™ trademark:

newlife™ labels



newlife™ stickers

