

Blue LOOP Originals

## WORN TO REBORN

Do you know that each garment that you throw in the bin will be burnt or end up in landfills? We discovered a way to give worn-out garments many new lives and save substantial amounts of water, CO<sub>2</sub> and energy.

*How do we accomplish this?*

We tear old jeans apart in powerful shredding machines to reclaim original fibers, which we call our Blue LOOP DNA. Using this beautiful material in our garments has a positive impact on the environment. The global average water footprint to produce 1 kilogram of new cotton is 8,000 liters. To produce 1 kilogram of Blue LOOP DNA we use ZERO water.

A special label in your garment, shows you how much recycled material is being used and where and when your garment has been made.

JOIN US ON OUR RECYCLE  
JOURNEYS!



Blue LOOP  
ORIGINALS