

## Case Study:

### ALWRLD Launched 2021

#### SETTING THE BENCHMARK IN PERFORMANCE AND STYLE

Performance apparel that is meticulously designed for fit and function without sacrificing aesthetics and comfort, while reducing the impact on our planet through thoughtful and responsible use of sustainable and recycled fabrics.



[www.alwrl.com](http://www.alwrl.com)

*As artists and athletes, we create performance apparel that is meticulously designed for fit and function while reducing the impact on our planet.*

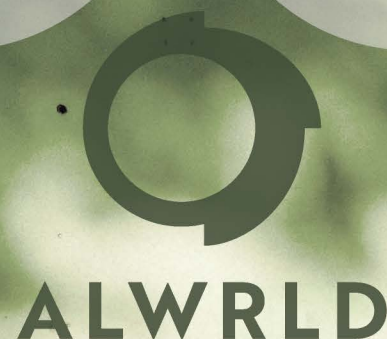
Running is one of the fastest growing sports, but the market has been devoid of a planet minded running brand. We sought to fill that gap.

We asked ourselves, how can we make a planet minded running brand where every style we offer has an impact story. We knew it had to live up to the best "non-eco" running apparel without sacrificing style, performance or aesthetics.

We chose a color palette that conveyed our planet-minded story while responding to activewear trends at large.

We aim to maximize our use of low impact materials in our garments. We hold ourselves accountable using an internal criteria system that measures the percentage of natural, biodegradable, and recycled materials uses per garment – we call it our Clean Score.

The Clean Score is our way of communicating to the consumer of our commitment for sustainability and we hold ourselves publicly accountable. The Clean Score is visible online next to each garment and printed on the garments.



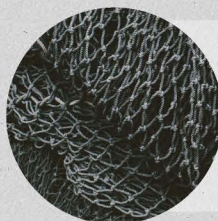


## Key Requirements:



- Ethical and social compliance, accredited manufacturing
- Production methods to reduce resource consumption including 3D sampling, bonding, Digital printing, FUZE
- High proportion of low impact materials, such as recycled, organic, or biodegradable material
- Low impact packaging: Polybag and mailers biodegrade into non-toxic, organic elements when discarded in a household compost bin. Our hangtags are made from recycled paper using soy inks.

\*\*AAG IS NOT RESPONSIBLE FOR THE ACCURACY OR RELIABILITY OF ANY CLAIMS MADE IN THE MATERIAL PROVIDED BY AWRLD. WE DO NOT ENDORSE OR GUARANTEE THE COMPLETENESS, ACCURACY, OR RELIABILITY OF ANY STATEMENTS OR INFORMATION CONTAINED IN THIS MATERIAL BY ALWRLD.



Much of our regenerated nylon is produced from items like discarded carpets and recovered fishing nets. These items are given new life by being turned into yarn, which we use to create ALWRLD products. Recycled nylon has all the same performance qualities as virgin nylon, with the added benefit that it can be continuously recycled.



Wool is a natural, renewable, and biodegradable fiber that has a long lifespan and can be recycled. Our wool comes from sheep that deliver a new fleece harvest twice a year. We only select vendors that value and care for the wellbeing of the sheep, ensuring this eco-friendly process is also cruelty-free. Another benefit of wool is that it is temperature regulating and naturally moisture wicking, making it a smart and clean choice for us.



Recycled polyester is produced by taking landfill and ocean-bound PET plastic (water bottles) and breaking them down into small chips that are heated and spun into yarn. Recycled polyester uses up to 50% less energy consumption and significantly less water to produce than virgin polyester.



The biodegradable yarn we use is the first of its kind. With an enhanced formula, it allows clothing to decompose after being discarded in an anaerobic landfill environment. Our yarn will take around 5 years to biodegrade in a landfill compared to 400 years for synthetic materials. This technology keeps the durability and quality of nylon intact while you use it, offering a soft touch and easy-care, combined with an eco-friendly solution at the end of its life.



SeaCell™LT is a sustainable raw material made from seaweed and wood. SeaCell is produced using a closed-loop method, during which no chemicals are released as waste. The fibers are made from eco-friendly, 100% biodegradable natural materials.



Organic cotton is grown without GMO seeds and toxic pesticides, which helps protect the land, farmworkers, and community water systems from poisons. Organic cotton can be recycled and will naturally break down and biodegrade overtime.





## Clean Score:

We assign a clean score to every item we create.

It's a simple calculation achieved by adding the percent of recycled, upcycled, natural, or biodegradable materials in the fabric.



ALRN RAGLAN THERMAL CREW

46% LYOCCELL (TENCEL)  
+ 46% REPREVE POLYESTER

= CLEAN SCORE: **92%**

While some pieces already have a 100% clean score, our goal is for all of our product.



## Sustainable Packaging:

Polybag and mailers biodegrade into non-toxic, organic elements when discarded in a compost bin. Our hangtags are made from recycled paper using soy inks.



SWING TAGS



PRODUCT  
LABELING



BIODEGRADABLE  
PACKAGING



## Ethical Manufacturing:

Active Apparel owns and operates its vertical manufacturing facility in Ningbo, China. Since 2016, AAG has invited third party auditors to undertake regular social compliance audits at the facility and currently holds its:

- WRAP Gold Certification
- Sedex Certification
- SQP (Supplier Qualification Program)
- WCA (Workplace Conditions Assessment)
- AAG Has published it's Modern Slavery Act

## Production, Quality Control, and Finishing:

Our production methods for this collection utilized bonding with eco adhesives, stitch-less technology and digital printing, using no water.

The fabrics in the collection were treated with Fuze, our chemical free, sustainably applied technology, that can permanently enhance fabrics with odor elimination, UV refraction, faster drying and greater cooling power. Its application prolongs the life of the garment and reduces the need to over-laundry. Good for customers, good for the environment.