

# CalRecycle Textiles Workshop

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## WHO

Materevolve (pronounced *mah - teer - ee -vaalv*) is a technical textiles consultancy aimed at creating transformational change in the textiles, footwear and apparel industry.

## HOW

- project based consulting
- developing experiential learning adventures with leaders in science and textiles
- building an inspirational community around soil, sea and circularity

# Background & Who We Work With

## BRANDS & MANUFACTURERS



## MATERIAL INNOVATORS



## RESEARCH & POLICY





How does  
Materevolve  
support sustainable  
manufacturing and  
design?



# Increasing Commitments to Recycled Content

## The North Face Incorporates REPREE Technology into Denali Jacket

By Shara Beitch



The North Face announced on Thursday that as part of its pledge to design responsible and sustainable products, it has incorporated Unifi, Inc.'s REPREE into its Denali line of fleece jackets. The company has integrated three eco-friendly materials into the Denali jackets: REPREE recycled yarn, REPREE WaterWise yarn with color technology, and REPREE Textile Takeback yarn scrapped together from leftover fabric and recycled plastic bottles.



The North Face: Behind the Seams - Denali Jacket

<https://www.youtube.com/watch?v=65VdawF9Mcl>

# Re-Investing in Natural Material Systems

## This “Climate Beneficial” Wool Hat Comes From Carbon-Positive Sheep

The North Face's new beanie is woven from wool from sheep raised on a farm that takes in more carbon than it puts out.



So special, and this exceptional quality of bison fiber so rare, we produced just 50 of them. The Best Made Limited Edition American Bison Sweater includes 20% hand-pulled American bison fiber blended with wool and alpaca.

SHOP NOW





# Developing New Testing & Research Methods

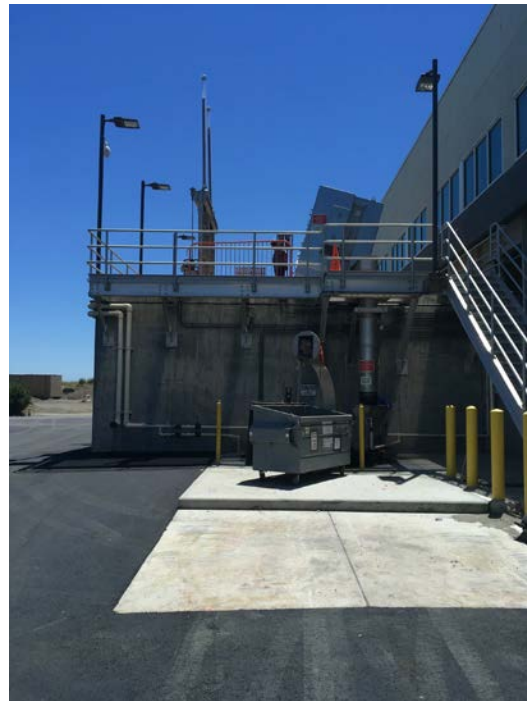


# Developing New Material Alternatives





# Advancing Circular Solutions



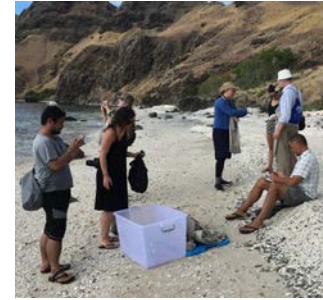
# Building Experiential Learning Adventures





# Building Community in Sea

- Working with key universities and research institutions (UCSB BREN, University of Toronto and more)
- Participating in 2018 5 Gyres Coral Triangle Expedition
- Active member of SFBay Microplastics Policy Committee since 2018
- Oct 2018 AATCC CA Plastic Pollution Sail with Capt Charles Moore



# Building Community in Soil

- Collaborating with key soil research leaders
- Providing education for textile professionals through regenerative agriculture tours with progressive farmers/ranchers
- Creating soil-focused textile programs (i.e. Community Supported Cloth)
- Building regenerative textile value chains



# Building Community in Circularity

- Touring local textile recycling facilities
- Developing educational events for textile professionals
- Working with Material Innovators in Plastic and Textile Recycling



# THANK YOU!

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