



The Truth About Textiles

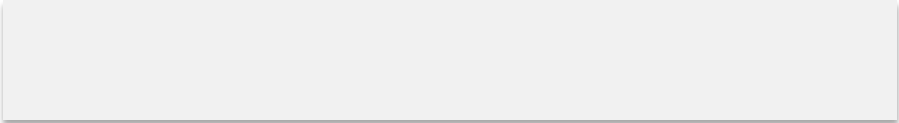
Panel 3: Reduce, Reuse, Repair and Recycle

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Upcycling & Made To Order Merchandise

Steffen Kuehr
Founder/CEO

OVERVIEW

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- TEXTILE INDUSTRY CHALLENGES
 - DIVERT – DESIGN – DELIVER
 - MADE TO ORDER VS. MAKE TO STOCK
 - EDUCATION

WHO WE ARE

- Founded in 2015
- 25+ years sewing experience
- Based in Santa Rosa, CA
- Legal Benefit Corporation
- Certified Green Business



- Cut & Sew Manufacturer & Contractor
- 15 highly experienced employees
- 20,000sqft production & warehouse
- Short runs & high volume production

OUR MISSION

We want to grow and strengthen the apparel and textile manufacturing sector in the U.S. in a sustainable manner, create jobs locally & set new manufacturing standards that enable big brands, retail chains, entrepreneurs & consumers to have their products made where they will be sold, worn and used.

TekTailor pushes for a paradigm shift from wasteful overseas mass production and throw-away consumerism towards upcycling and On-Demand purchase activated manufacturing – reducing overstock and waste in our landfills.



SERVICE BRAND

Enabler and service provider for own brands and contract sewing customers

- Digital Printing
- Garment Decoration
- Cutting
- Sewing
- Custom Online Stores
- Warehousing
- Fulfillment

PRODUCT BRAND

Highest quality tactical, work safety & personal protective gear

- Protecting Our Heroes
- Protecting Our Craftsmen
- Protecting Our Athletes
- Knee & Elbow Pads
- Hydration Carriers
- Safety Vests
- Headwear
- Tactical Gear / Accessories



PRODUCT BRAND

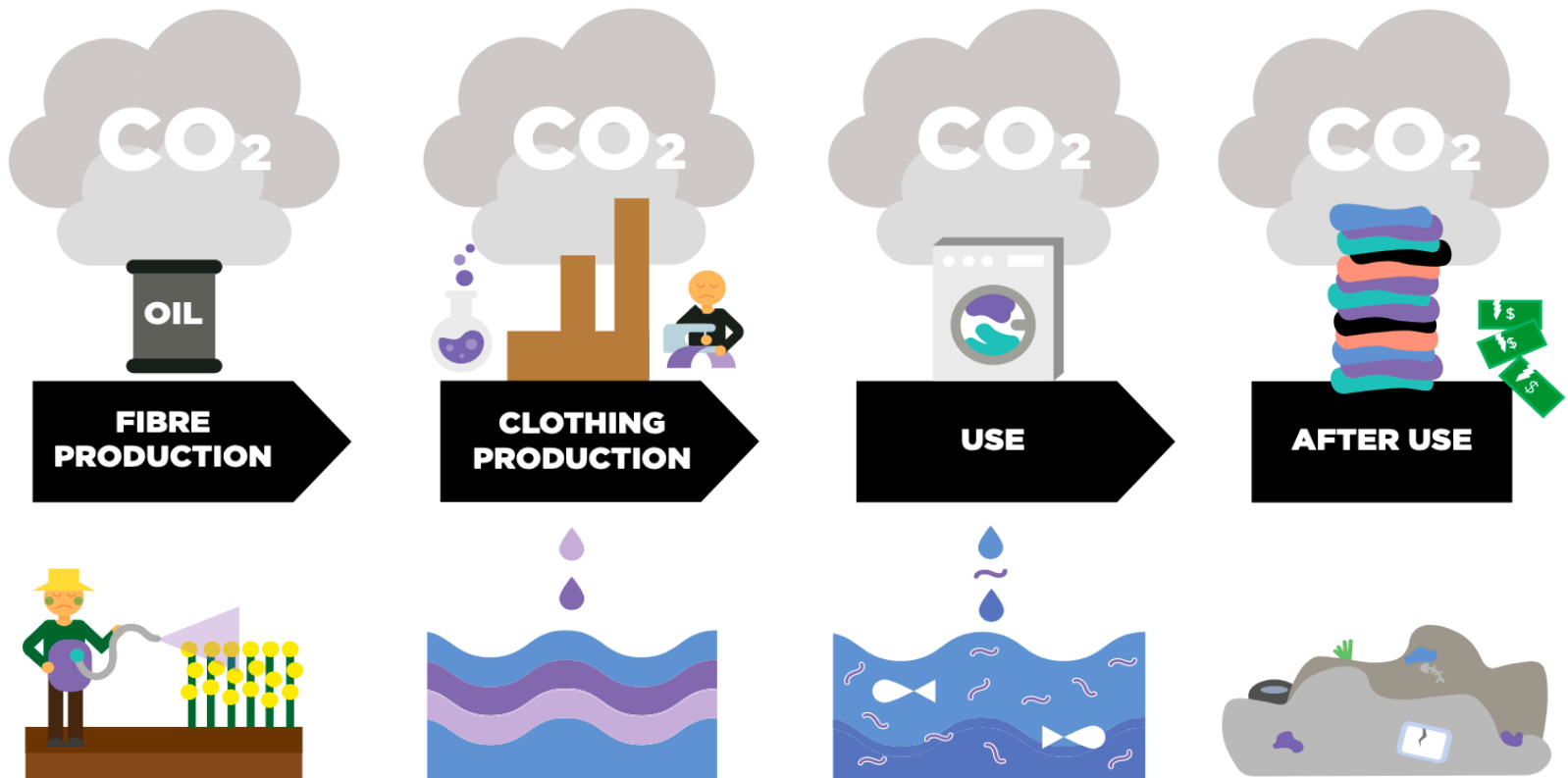
Unique products made with used materials diverted from landfills

- Banners & Billboards
- Scrap & Overstock Leather
- Scrap & Overstock Fabrics
- Burlap & Grain Bags
- Decommissioned firehose
- Duffel & Tote Bags
- Messenger Bags
- Wine Carriers / Coasters
- Laptop / Tablet Sleeves

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CURRENT CLOTHING/TEXTILE SYSTEM IS A LINEAR MODEL



OVERPRODUCTION & DISCOUNT RACKS

- Big box stores discount items up to 70-80% if not selling
- Then liquidation, discount store or sometimes donation
- In most cases – SHRED / INCINERATE / LANDFILL

22 billion pounds of textiles go to landfills in US annually!



THE CHALLENGE

- Single use, throw away society
- We produce 265 million tons of trash in the U.S. annually
- That's 30% of world's garbage by 5% of population

= 1,209,523 x



**If everybody lived like Americans - we would need
5 planets to sustain that lifestyle!**

TEK  **TAILOR**



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SONOMA
Δ
— USA —

DIVERT – VALUABLE USED MATERIALS FROM LOCAL LANDFILLS



DECOMMISSIONED FIRE HOSE



USED BANNERS & BILLBOARDS



USED BURLAP & GRAIN SACKS



USED TRUCK TARPS



DECOMMISSIONED UNIFORMS

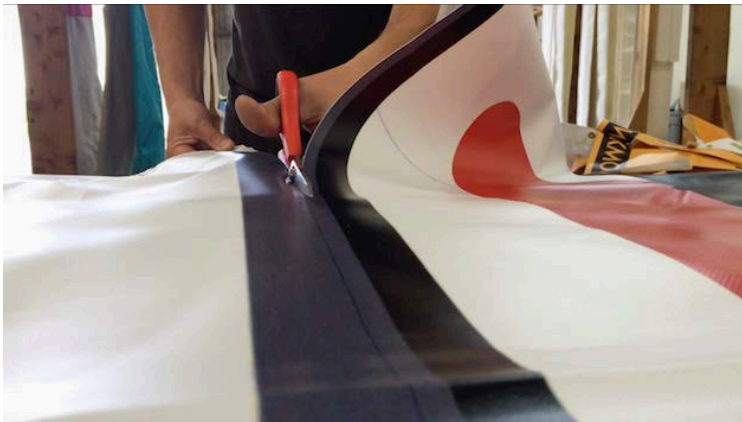


OVERSTOCK FABRICS

DIVERT – WHAT WE CAN REPURPOSE FROM LOCAL PARTNERS



DESIGN - UNIQUE AND PURPOSEFUL NEW PRODUCTS



DELIVER – MEANINGFUL CORPORATE GIFTS & MERCHANDISE



DELIVER – PRODUCTS THAT TELL YOUR BRAND'S STORY



WEAVER'S[®]
coffee & tea

DELIVER – AN ALTERNATIVE TO CHEAP & BORING IMPORT SWAG



DELIVER – A POWERFUL SUSTAINABILITY STORY YOU CAN SHARE



LA TAVOLA
FINE LINEN RENTAL



DELIVER – A SOLUTION TO TURN YOUR TRASH INTO TREASURES



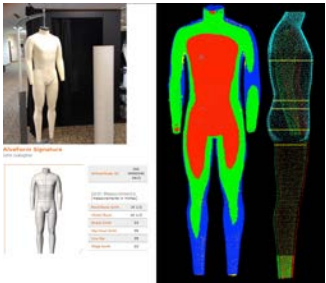
DELIVER – ACCESS TO AWESOME MATERIALS FOR MAKERS



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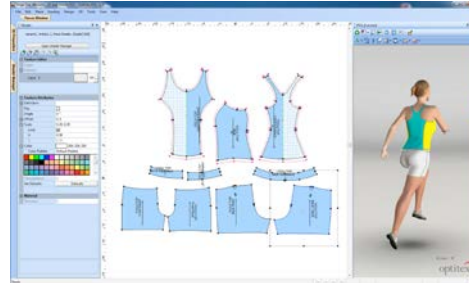
COMBINE ENABLING TECHNOLOGY & OLD SCHOOL SEWING



3D Body Scans



Customization



Digital Patterns



Virtual Closet



Garment & Fabric
Printing



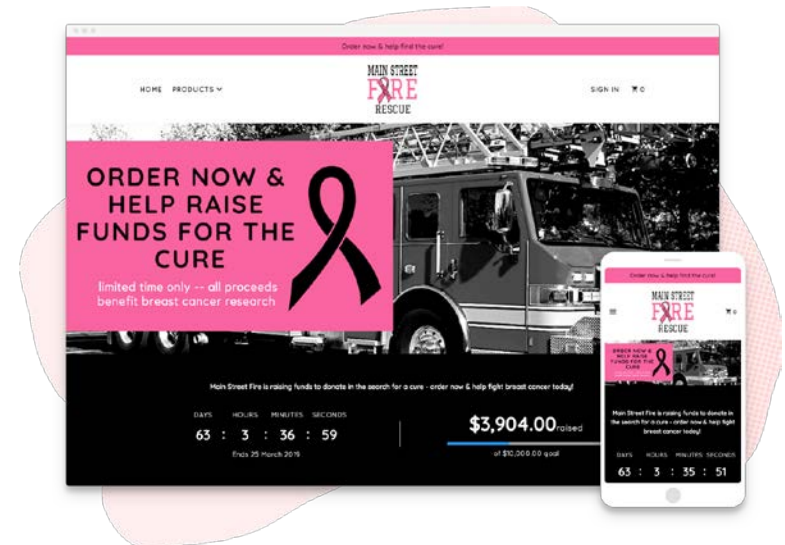
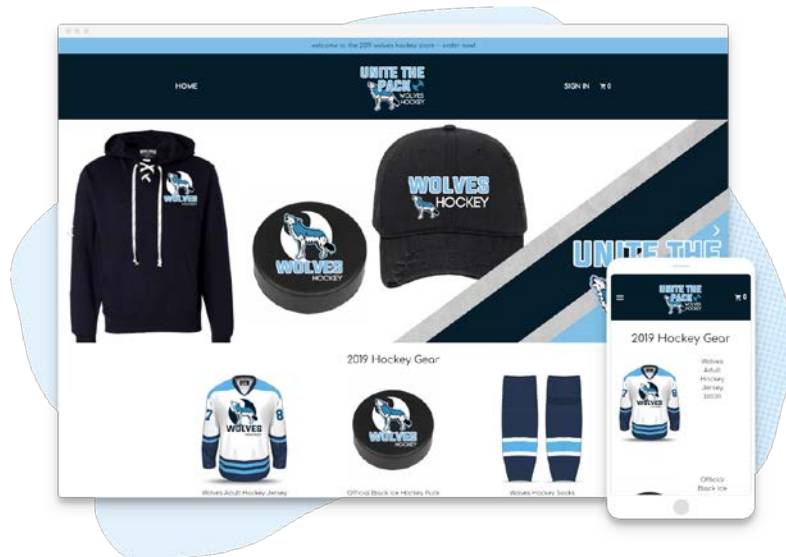
Customization &
Decoration



Sewing

ON-DEMAND MERCHANDISE – FROM NEW & USED MATERIALS

- Custom stores for unique branded corporate swag, Spirit wear or fundraising efforts – made on demand. No inventory investment!
- Combination of apparel & locally made accessories such as tote bags, wine carriers, laptop sleeves, zipper pouches etc.



SUSTAINABLE APPROACH TO CORPORATE MERCHANDISE

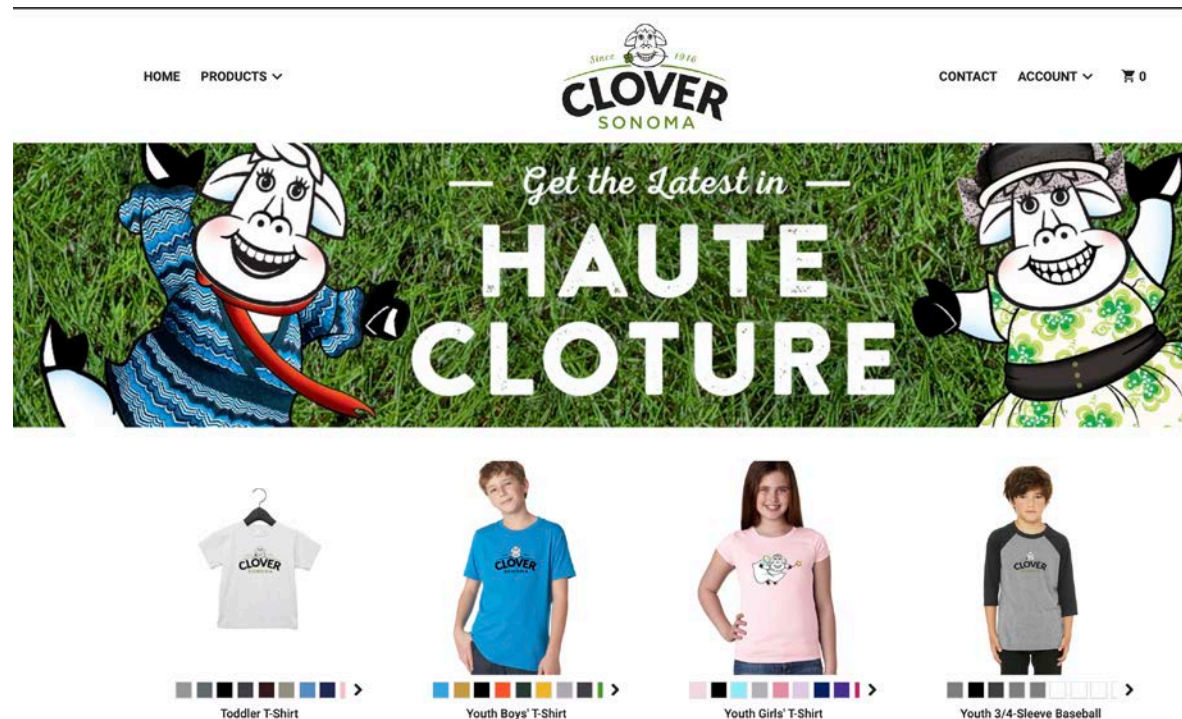
PROJECT CLOVER SONOMA

- Consumer swag store
- Corporate employee store

Apparel Partners



Bags made from old
upcycled billboards



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PLANTING THE SEEDS OF SUSTAINABILITY EARLY





THANK YOU FOR YOUR ATTENTION 😊

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