The Truth About Textiles

Panel 3: Reduce, Reuse, Repair and Recycle
- Upcycling & Made To Order Merchandise

Steffen Kuehr
Founder/CEO
OVERVIEW

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

it's time to... but we only have this one!
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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
DELIVER – AN ALTERNATIVE TO CHEAP & BORING IMPORT SWAG
DELIVER – A POWERFUL SUSTAINABILITY STORY YOU CAN SHARE
DELIVER – A SOLUTION TO TURN YOUR TRASH INTO TREASURES
DELIVER – ACCESS TO AWESOME MATERIALS FOR MAKERS

COLORFUL SELECTION OF OVERSTOCK FABRICS

NOTIONS & THREAD

WEBBING RIBBON BINDING TAPE

ROLL GOODS BY THE YARD
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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

MADE TO ORDER & FULFILLED BY
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PLANTING THE SEEDS OF SUSTAINABILITY EARLY
THANK YOU FOR YOUR ATTENTION 😊

steffen@tektailor.com

www.tektailor.com

www.sonoma-usa.com