

Weavabel Quarterly





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SUSTAINABILITY + THE NEWS



Bluesign Certification: Expansion into Denim Industry

Bluesign is a well-known certification that ensures high standards in apparel supply chains, social ethics and material safety. The company has launched a new initiative: Bluesign Denim.

Working alongside Madewell, Bluesign hopes the first completely Bluesign-certified denim garment will launch in their stores in late 2024.

Bluesign-approved products are already on the market, but due to the complexity of the denim production process, a 100% certified item is not. For consumers, this confusion means it is important to check a brand's certification and the garment composition.

Paper vs. Plastic: M&S Retail

Marks and Spencer has announced it is swapping plastic bags for paper carrier bags throughout all of its stores. Working with the University of Sheffield, they have successfully developed a bag that is produced using renewable hydro energy, and are water resistant. The sustainable energy source means that the creation of their paper bags will be less intensive than plastic.



Footwear makes strides in sustainability progress, with recent news on brands such as Nike, whilst the ethical cost of packaging is also in question.

Breaking Down Sustainability: Nike

Nike has unveiled a shoe designed to be easily dismantled into separate materials to increase recyclability. according to Nike, every part of the shoe can be recycled. Even smaller elements of the shoe have been thought of, such as the glue; of which there is none.

Using materials such as recycled polyester, 100 percent recycled TPU, this offers a solution in the footwear industry to revolutionise how materials are used for the how lifecycle of a product.

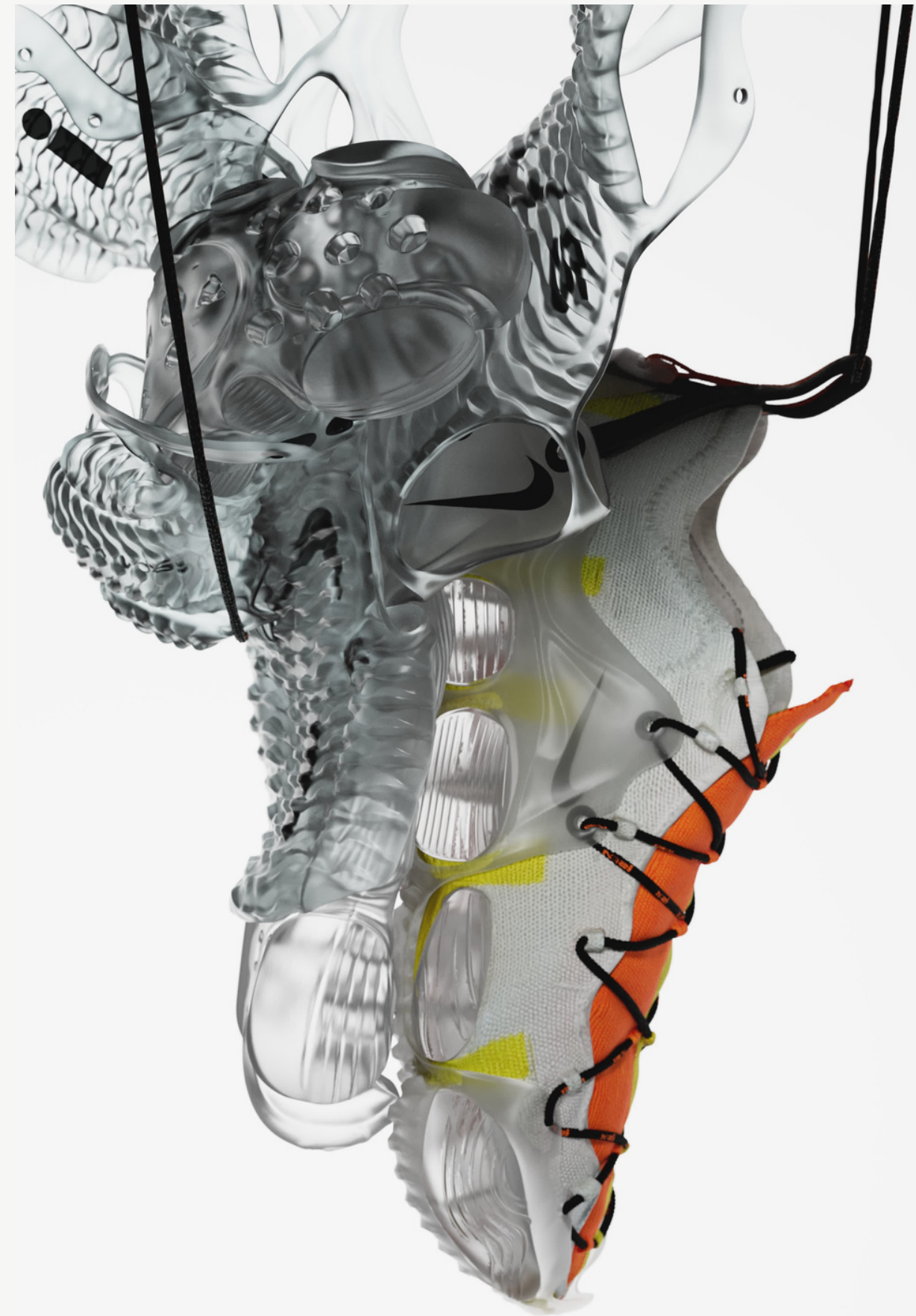


Image credit - Nike

WEAVABEL MARKETING TEAM UPDATE

Written by: Genevieve Beaumont, Innovation & Marketing Coordinator

Since joining the marketing team from product development, there has been a lot to learn, and a lot to enjoy! It's been a busy few months in the marketing department, with team changes and new staff members joining our team soon. As our third campaign of the year draws to a close, there is a lot to celebrate from the last three months!

We have a few large projects finalised, such as our Weavabel Product Brochure, which goes into detail about our company processes, our global presence and most importantly, what we can offer brands.

At the beginning of the campaign, we exhibited at Premiere Vision Paris in July, along with The London Textile Fair in September. We love to get out and see our customers and brands, helping us develop our relationships within the fashion, homeware, lifestyle and cosmetic industries.

Innovation is essential to us at Weavabel, and in marketing, this is no different. We are constantly looking for new ways to improve our sustainability internally as well as externally. Since our last launches such as the Ocean Day collection, we have continued to develop sustainable trims and packaging. Be sure to look out for new product launches in the near future!



Earth in Mind | Luxury Packaging

Made from recycled materials, these e-commerce boxes, mailers and paper bags offer luxurious packaging experiences that don't encourage overuse of resources. Flat-packed rigid boxes in GF Smith embossed papers that reduce shipping emissions. Embossed and foiled candle boxes, FSC-certified paper tape.

SEE MORE OF OUR PACKAGING PRODUCTS:

[GIFT PACKAGING](#)

[E-COMMERCE PACKAGING](#)



GUEST ARTICLES: UKFT INSIGHTS ON FASHION & LEGISLATION.

As experts in the field of fashion and textiles, click the link below to read more on packaging EPR updates, Spanish legislation around recycled plastic certifications, digital passports for products in the EU and the new Sustainable Fashion Communication Playbook.



[**CLICK HERE TO
READ MORE**](#)

WEAVABEL VISITS: TRADE SHOWS



PREMIERE VISION PARIS:

Held on the 4-6th July 2023, Premiere Vision was an excellent show for Weavabel, with several brands coming to meet us. The main focus was sustainability, with all attendees looking for new innovations and ways to support their journey to go plastic-free by 2025. Our solutions such as the soluble polybag and the FSC natural rubber patch generated much interest globally, with visitors from 22 countries having conversations about our range. We look forward to seeing you at the next edition of PV!



We've been busy at Weavabel, showcasing our innovative products and sustainable capabilities at shows around Europe.

THE FUTURE FASHION EXPO:

Held in London on 26-28th June, the Future Fashion Expo was a very progressive sustainable innovation show that helped us showcase our environmental consciousness, and also learn from others in the field of fashion and more. By connecting with the right audience for our innovative products, this was the perfect show for Weavabel. It generated some great potential opportunities with brands here in the UK, across Europe and even the US.



THE LONDON TEXTILE FAIR (SEPTEMBER EDITION)

At the start of this month, two of our business development representatives headed down to London for the second London Textile Fair of the year. This show concluded our season for exhibiting at trade events for the year - see you next time!



CREDITS

[Packaging Data File Generation](#)

[Packaging Data: Compliance Schemes](#)

[Check if you need to report packaging data](#)

[EU digital product passports](#)

[M&S Retail announcement](#)

[Nike Circular Shoes](#)

[Bluesign Denim](#)

