



**GREENEARTH<sup>®</sup>**  
C L E A N I N G

## **Sustainable Garment Care**

Maximizing Relationships  
with Brands and  
Manufacturers





# THE IMPORTANCE OF USING GREENEARTH



GreenEarth Cleaning's propriety D5 silicone is a completely effective solution, that cares for clothes and the planet.

Not relying on finite resources such as oil, GreenEarth is made from sand, liquified sand actually. Its KB value demonstrates a far gentler clean and its surface tension, a more effective clean.

Dry cleaning machines are a closed loop system, which means that micro fibres / plastics do not enter the world's water ways. Also most of the solvent can be recycled and re-used.

And even better, the system can use up to 50% less energy and water compared to other cleaning options.

**Doing business, without doing harm**





# GARMENTS CAN LAST LONGER

Cleaning garments over time can cause them to lose their shape and colour.

GreenEarth Cleaning's solution is far milder and gentler for clothes and the planet. Through testing we can demonstrate the GreenEarth difference – clothes can look better for longer.

Through a new approach to care labelling and communications for key stake holders, we can navigate the consumer in the right direction and help them make the right choice.

Adding just 9 months to the life of a garment can reduce its carbon footprint by up to-

## DID YOU KNOW?

Clothing care accounts for around 30% of a garments carbon footprint.



30%



sustainable | environmentally non-toxic | odorless

## IMPORTANT POINTS

- The gentler the cleaning solution, the longer the life of the garment. This increases the chances of a garment going onto have a 'second life'.
- A better-quality garment is more appealing.
- Plus, most of the GreenEarth solution can be reused again and again, our G-series use less energy and water and being closed loop means that micro-fibres will not escape into the waterways.

cleaning. circular. fashion.



# WE LOVE PRELOVED

**Looking to enhance  
your fashion  
subscription scheme  
or revitalize your 'Take  
Back' initiative?**

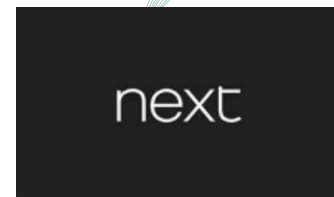
- Step One: If a brand recommends a gentler milder solution when the item is first sold, it will be returned to them in better condition.
- Step Two: Working in partnership with the GreenEarth Global Affiliate Network, means that it can be cleaned and repaired, if necessary, ready for re-sale.
- Whether it's garment owners, fashion subscription providers or brands who are operating 'Take-back' schemes, the benefits of gentler GreenEarth are for everyone!



# MANUFACTURER RELATIONSHIPS TESTING & RECOMMENDATIONS

**ASOS**  
discover fashion online

**WHISTLES**



**MISSGUIDED**   
PEACE, LOVE AND FASHION

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**hush**



**fcuk**<sup>®</sup>

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ISLAND**

**SEASALT**  
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**Dunelm** 

 **PANGAIA**

**self-  
portrait**

**TOAST**

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**BURBERRY**





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