MAKING IT MORE ECO-FRIENDLY FOR YOU

ASH CITY
DESIGNING PRODUCTS ON THE PRINCIPLE OF REDUCE, RECYCLE AND REUSE
Choosing apparel from Ash City’s e.c.o (ecological clothing options) collection is a choice that supports our efforts to reduce, recycle and reuse more sustainable resources, whether they are natural or man-made. Fabrics made from soybean protein, bamboo fiber, nano bamboo charcoal and recycled polyester are great alternatives that wear well.

- We have a wide selection of eco-friendly styles in knits, wovens, fleece, outerwear and accessories.
- All of our eco-friendly fabrics are backed by certification from our sources.
- All of our fabrics including e.c.o, comply with the North American restricted substances list and testing standards and test methodology for textiles.
- By utilizing renewable, sustainable and recycled fibers in our e.c.o collection, we are able to produce eco-friendly apparel that helps lessen the burden on our globe’s natural resources.

www.ashcity.com
USING RENEWABLE, SUSTAINABLE AND RECYCLED RESOURCES IN OUR PRODUCTS

ORGANIC COTTON

Our certified organic cotton garments have been developed in support of worldwide efforts to reduce the use of harmful chemicals, synthetic fertilizers and pesticides that negatively impact the health of mankind and our precious ecosystems. Exceptionally soft and biodegradable, organic cotton is grown using socially and ecologically responsible organic farming practices that are based on the guiding principle of working with nature rather than against it.

SOYBEAN PROTEIN

Soybean protein fiber offers a number of great properties for both the wearer and the environment. It is a renewable natural resource that is biodegradable and eco-friendly. All waste resulting from the soybean production process is recyclable, making the production process closed end. Soybean protein fiber has an incredibly soft hand, natural loft and soft drape – combined with washability and durability.
BAMBOO FIBER

Bamboo is known to be the fastest growing plant on earth. It is a naturally renewable, eco-friendly plant that thrives without the use of harmful pesticides. A bamboo forest releases 35% more oxygen than an equivalent size forest. Every strand of bamboo fiber boasts a luxurious soft hand, elegant sheen and durability while keeping you cooler than cotton.

BAMBOO CHARCOAL

Double your comfort level with the blending of nano bamboo charcoal polyester and quick-dry polyester yarns. Nano-particles from Moso Bamboo absorb odor-causing microbes and moisture, control temperature, and provide natural ventilation and permanent performance in our luxuriously soft and elegant knits.

RECYCLED POLYESTER

Recycled polyester fabrics, with yarns made from post-consumer products, help to reduce the amount of waste in landfills, decrease energy consumption, and conserve petroleum resources used in the production of virgin polyester. We also offer recycled polyester knits made with a special cross-section of polyester yarns engineered to provide a high performance wicking function which absorbs and rapidly disperses moisture to the fabric surface.

BAMBOO CHARCOAL / RECYCLED POLYESTER

Eco-friendly bamboo charcoal and resilient recycled polyester are combined to deliver easy-care performance and comfort. Benefit from high absorbency, quick drying function, natural antimicrobial properties, deodorization and thermal regulation all wrapped into one fabric.

BAMBOO FIBER / RECYCLED POLYESTER

Sustainable and renewable bamboo is combined with recycled polyester providing natural performance with antimicrobial, deodorize and moisture wicking properties.

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DID YOU KNOW...

• It will take 700 years before plastic bottles in landfills start to decompose.

• Every recycled polyester garment we make diverts approximately 10 PET bottles from the landfill.

• The biggest single contributor to smog pollution is excessive electricity consumption.

• A CFL bulb uses 65%-75% less energy than a standard incandescent bulb and lasts up to 10 times longer.

• If every home replaced 5 of their most frequently used light fixtures with energy efficient light bulbs, we would prevent greenhouse gases equivalent to the emissions from nearly 10 million cars.

• Eco-friendly fabrics are produced using less water and eliminate tons of harmful air emissions which contribute to acid rain, global warming and smog.

• Our new state-of-the-art head office is designed and built to be as environmentally friendly as possible. Floor tiles in the front lobby contain 75% recycled content while rainwater from the roof and parking lot is collected in underground water reservoirs and used to irrigate surrounding landscaping.

• The majority of our lighting has been replaced with energy efficient lights. We’ve also replaced air conditioning units with numerous circulation fans to significantly reduce electricity use.

• We utilize the latest technology of ‘thin client’ terminals that consume about 50% less energy than a traditional desktop PC. Our data center also features a rooftop chilled water system to keep the servers cool in the hot summer months.

• We donate our second quality garments to various charitable foundations to help people in need and divert tons of material away from landfills and incinerators.
Ash City believes in supporting the communities in which we live and work – starting with adopting eco-friendly practices from the ground up.

- All of our corrugated products, cutting trims, wooden pallets and garment poly bags are recycled and reused.

- Many of Ash City’s marketing sales materials, such as catalogs, hangtags and flyers, are printed on FSC-certified paper containing recycled content.

- We support revitalization of the industry we rely on for paper materials. For every ton of paper we use to print catalogs, three seedlings are planted in remote areas of North America which will never be harvested for paper production.

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