



# AWARE

THE TRUE STORY OF RECYCLED FABRICS



**E**VERYBODY WANTS TRANSPARENCY  
ABOUT THE SUSTAINABLE FABRICS

**THEY ARE USING.** But they don't always get it.

AWARE™ is here to change all that. With truth at the heart of everything we do, we've developed an honest, innovative technology to keep track of our sustainable materials throughout a supply chain. Our four-step process offers secure traceability of sustainable materials and a true story from start to finish.





**F**or us, sustainability means using better materials which have a lower impact on the environment. AWARE™ only uses truly recycled materials, straight from the source and guaranteed to the end by our unique verification and validation technology. By using recycled materials, **WE ALSO SAVE HUGE AMOUNTS OF WATER**, making a positive impact on the environment.

# **ACTIVATE** STEP 1

At the very first step of the AWARE™ process, special micro particles are added to genuine recycled materials. These tracer particles are our unique fingerprint. They're what help the final textiles created from these materials to be both traceable and fraud-free. They hold the true story of a textile for its entire lifespan. **AMAZING HUH?**





STEP 2



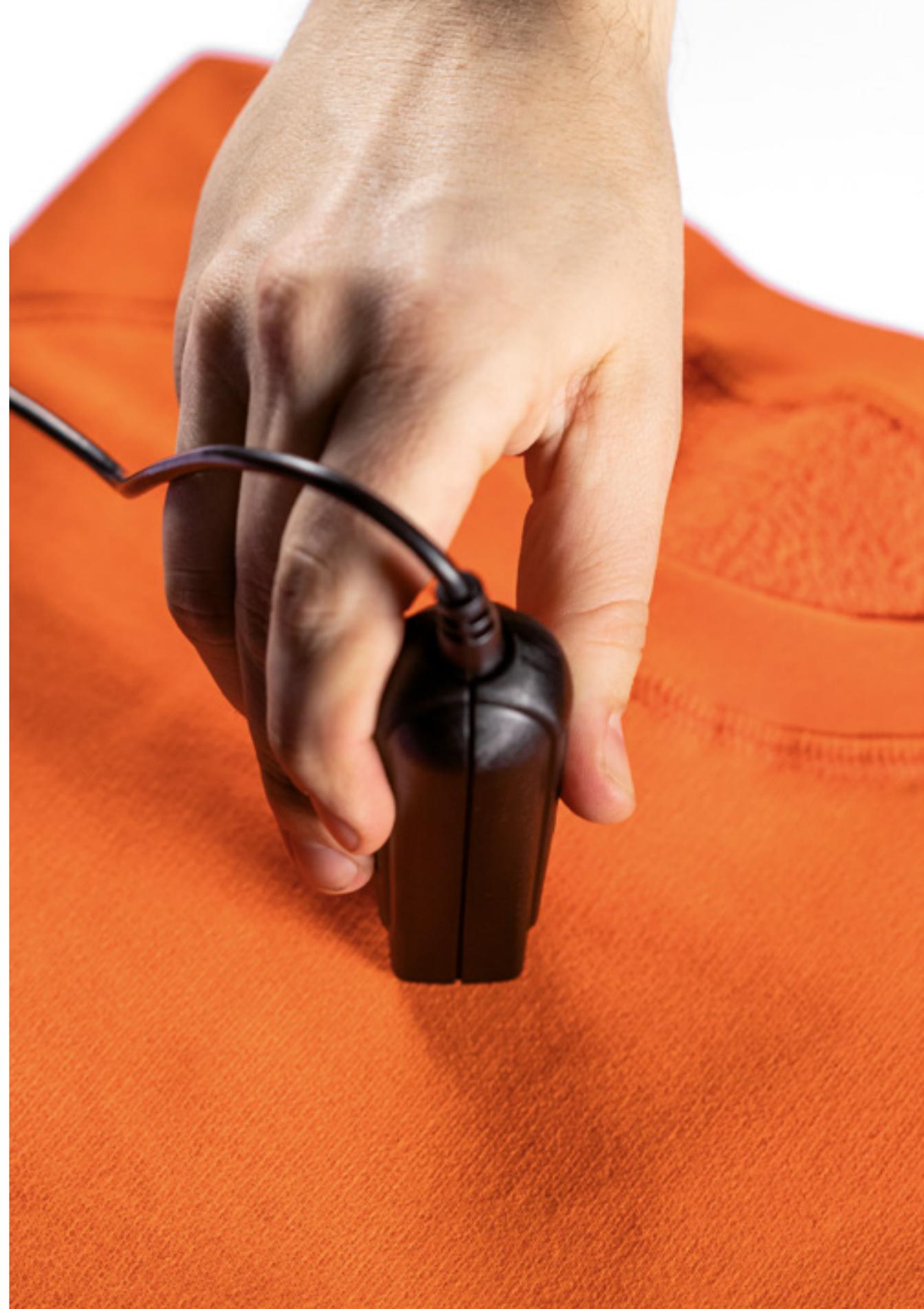
# PRODUCE

**THE AWARE™ YARN AND FABRIC IS NOW ABLE TO BE PRODUCED FREELY WITHIN ANY CHOSEN SUPPLY CHAIN.** How? Because the fingerprint and relevant certifications that are contained within the AWARE™ fabric are held securely in a special blockchain passport (or token). So, wherever the fabric goes and however it's used, it will always remain honest and true. Just like it's meant to be.

STEP 3

# SCAN

It's not only the AWARE™ textile itself that remains traceable and secure. Whatever garment or accessory that it's turned into can be scanned at any given moment too. T-shirt, sweater, bag, you name it. Simply holding the special mobile scanner up to the item will reveal its true identity, **OR REVEAL IF IT'S HIDING A DIRTY SECRET.**





STEP 4

# AUTHENTICATE

Finally, at the exact moment of scanning at the end of the supply chain, a product made using AWARE™ recycled textiles will reveal its true story. As the scan happens and the unique fingerprint is detected, it will be matched to the data related to the original recycled materials stored within the secure passport (token) in the blockchain.

Identification is confirmed. Authentication is confirmed. **DATA IS AVAILABLE.** Thumbs-up are given.

Above all else, AWARE™ brings a process that's both simple and highly secure to the sustainable supply chain. **NO MORE DOUBT.** No more grey areas. Just a true story from start to finish.

# CLOTH

Since 202

OPEN



**STEP 1.  
ACTIVATE**

Inject tracer in recycled fiber and register original certification in tokens on blockchain.



**STEP 2.  
PRODUCE**

Freedom of supply chain to produce textiles.



**STEP 3.  
SCAN**

Check tracer content in final product.



**STEP 4.  
AUTHENTICATE**

Match with tokens in blockchain to connect with original certification and impact savings.

AWARE™ offers recycled cotton and recycled polyester yarn and fabric. Both recycled materials are verified by unique tracer particles and validated by secure block-chain. As a result, **WE ARE ABLE TO GUARANTEE GENUINE RECYCLED CONTENT** and environmental impact reduction claims. Recycling isn't just good for the environment, it's essential. Be more AWARE and don't waste good waste.



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