

REP REVE®

Our Ocean

made sustainable by
UNIFI

PROTECTING THE PLANET WE LOVE

REP REVE is the world's leading branded recycled fiber. We have helped protect our air, land, oceans and natural resources by turning more than 14 billion bottles into performance fiber, used by the world's leading brands for sustainable apparel and more. More and more, we all must take steps to protect the land we live on, the air we breathe, and the oceans we need.

MAKING A UNIQUE STATEMENT

Now, REP REVE OUR OCEAN is an option for your brand to tell an ocean-focused story, or stand specifically for the good of our oceans. Take a stronger stand in addressing a problem that is very relevant to your consumer, and build your business with a unique product statement.

RESCUING AT-RISK OCEAN BOTTLES

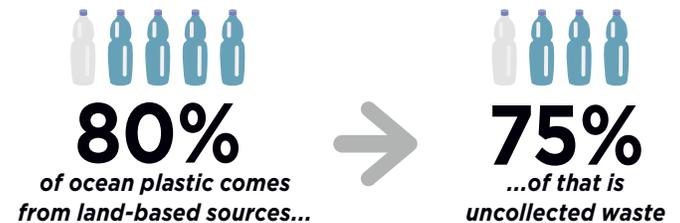
REP REVE OUR OCEAN is specially sourced from bottles at high risk of ending up in the ocean—so it deals with a root cause of ocean plastic. The bottles are collected within 50K of coastlines in countries or areas that lack formal waste or recycling systems, so your brand can play an even bigger role in solving the ocean pollution problem: developing recycling programs in areas where plastic is most at risk of entering a marine environment.

REP REVE®
for the good of tomorrow™

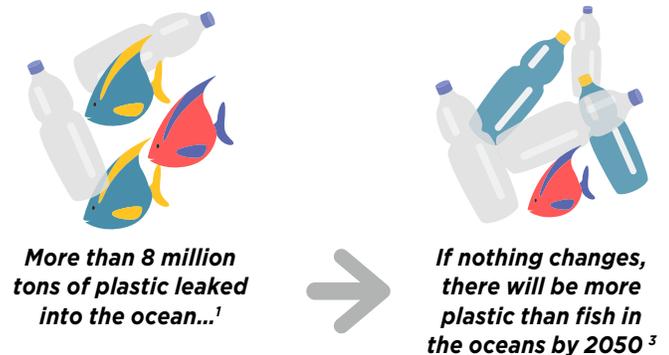
REP REVE®, OUR OCEAN™, UNIFI, INC.

DID YOU KNOW...?

- Most plastic flows into the oceans from land.



- The oceans are a dumping ground for plastic.



"I like this idea. The current media made me feel guilty for using plastic, but knowing my purchase recycles some of this problematic plastic makes me feel better."

CONSUMERS AGREE

- **55%** REP REVE® Our Ocean™ is something they would like to see their favorite brand use⁴
- **58%** of consumers agree products made with REP REVE® Our Ocean™ are worth paying more for⁴
- **58%** Would purchase a product made with REP REVE® Our Ocean™ ⁴

SOURCES:

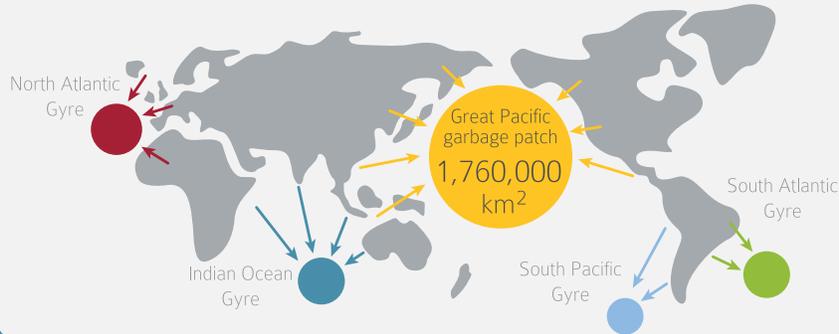
- [1 https://jambeck.engruga.edu/landplasticinput](https://jambeck.engruga.edu/landplasticinput)
- Stemming the Tide 2015, Ocean Conservancy report
- [3. https://www.ellenmacarthurfoundation.org/publications/the-new-plastics-economy-rethinking-the-future-of-plastics-catalysing-action](https://www.ellenmacarthurfoundation.org/publications/the-new-plastics-economy-rethinking-the-future-of-plastics-catalysing-action)
- Zappi online benchmark concept test, n.150
- Unifi Online Poll, December 2018, n. 150

WORLD OCEAN POLLUTION PROBLEM

80%

of the waste enters to the ocean from the shore

GARBAGE PATCHES MAP



361,132,000 km²

80% of garbage falls into the ocean from the coast

animals suffer from plastic and polyethylene

18% dirty waste from factories and cities

20% of waste is emitted from ships
tankers and ships accident

WORLD OCEANS DAY
June 8

2% of the ocean surface is covered with oil film

birds die in oil slicks

overfishing

8,000,000 TONNES OF PLASTIC

3.5 - 6 million tonnes of oil annually falls into the world ocean

some species of animals and fish disappear

enter the ocean each year