



ZERO

CARBON INNOVATION

SUSTAINABILITY & FABRICS

# facts for future



WHY CUSTOMERS NEED US

## ARE MEASURED, NOT PROMISED

A programme passes through fibre, fabric, garment, compliance and shipping, and every step carries a claim someone will be asked to prove.

**Certified and traceable, or it does not ship.** When a number cannot be verified, we do not publish it.





#### THE FIBRE

---

## RECOVERED COTTON, NOT NEW GROUND

Recovered cotton begins as textile waste, not as new ground. It is sorted by colour, shredded back to fibre and re-spun, which is why the yarn carries its colour without being dyed again.

**Colour is retained or engineered at fibre. No wet dyeing stage.** The fibre is GRS-certified and traceable from recovered material to finished garment.



# WASTE BECOMES MATERIAL, MATERIAL BECOMES PRODUCT

Recovered fibre in. Finished garment out. Traceable at every step.



## Recovered fibre

Colour-sorted cotton waste and recovered PET.



## rPET flake

Bottles washed, sorted and flaked.



## Yarn

Blended to ratio and spun to specification.



## Fabric

Knitted or woven to the required construction.



## Garment

Cut and sewn through the partner network.

Colour is retained or engineered at fibre. There is no wet dyeing stage.



# EIGHT STEPS, ONE ACCOUNTABLE CHAIN

Material from 01 to 04, product from 05 to 08.

01

## Fibre recycling

Colour-sorted cotton waste and recovered PET are processed back into fibre.

02

## Fibre mixing

Recycled cotton and rPET are blended to the required ratio.

03

## Tracer

DNA tracer particles give the fibre a unique fingerprint.

04

## Yarn spinning

The blend is spun to the required yarn specification.

05

## Fabric manufacturing

Recycled yarn is knitted or woven into the required fabric.

06

## Apparel manufacturing

Fabric is cut and sewn into the finished garment.

07

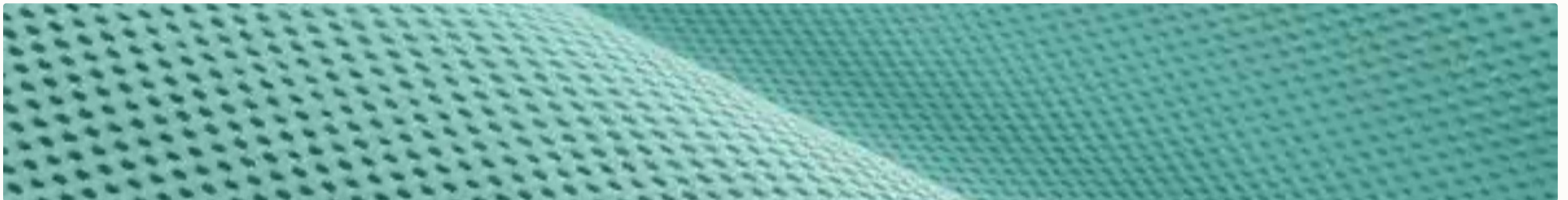
## Technical finishes

Anti-odor, antibacterial, thermoregulation and UV protection as required.

08

## Business activity

R and D, design, sourcing, marketing, wholesale, retail and e-commerce.





## CIRCULARITY

# THE LOOP, CLOSED AND COUNTED

Circularity only matters when recovered fibre returns as commercially viable product. A closed loop that yields something a brand cannot sell has not closed anything.

**Claims are published only when measurable.**



# RECOVER, REBUILD, MAKE, VERIFY

Four stages, each with its own evidence.

01

## Recover

Post-industrial  
cotton waste  
and recycled  
PET

Sorted by source  
and colour.

02

## Rebuild

Fibre to blend to  
yarn

Recovered  
material  
engineered to  
specification.

03

## Make

Fabric to  
garment

Knitted or woven,  
then cut and  
sewn through the  
partner network.

04

## Verify

Traceability,  
LCA and  
certification  
evidence

Claims are  
published only  
when  
measurable.



MEASURED BY THIRD-PARTY LCA

# THE CLEANEST KILO IS THE ONE NEVER MADE

Recycled cotton against the conventional equivalent, per kilogram of finished clothing. Green Story life cycle assessment, 2021.

99%

less blue water

PER KG CLOTHING, LCA

96%

less GHG

PER KG CLOTHING, LCA

76%

less energy

UP TO, PER KG CLOTHING,  
LCA

Recycled polyester, on the same basis: 92% less blue water, 94% less GHG, 80% less energy.  
When a number cannot be verified, we do not publish it.



# FOUR FAMILIES, ONE STANDARD

## Knits

Single jersey, pique, rib, interlock, jacquard and terry, in cotton, poly, viscose, modal, linen, hemp and bamboo.

## Natural dyes

Plant-derived and low-impact dye routes, developed in India, with the water and effluent record to match.

## Wovens

Poplin, twill, denim and satin, across shirting, bottoms and outerwear weights.

## Recycled

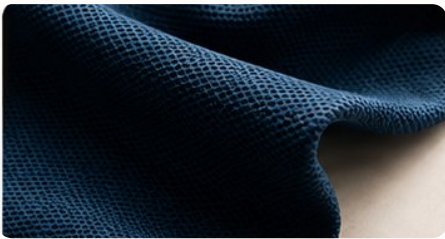
GRS-certified recycled cotton and polyester, traceable from recovered fibre to finished garment.





# FOUR CATEGORIES, ONE STANDARD

What the partner base builds, by construction rather than by catalogue.



## Knits and jerseys

Single jersey, pique, rib and interlock, tops and bottoms.



## Wovens and bottomweights

Poplin, twill and satin through to bottom weights.



## Technical and performance

Seam-sealed construction, functional outdoor and workwear.



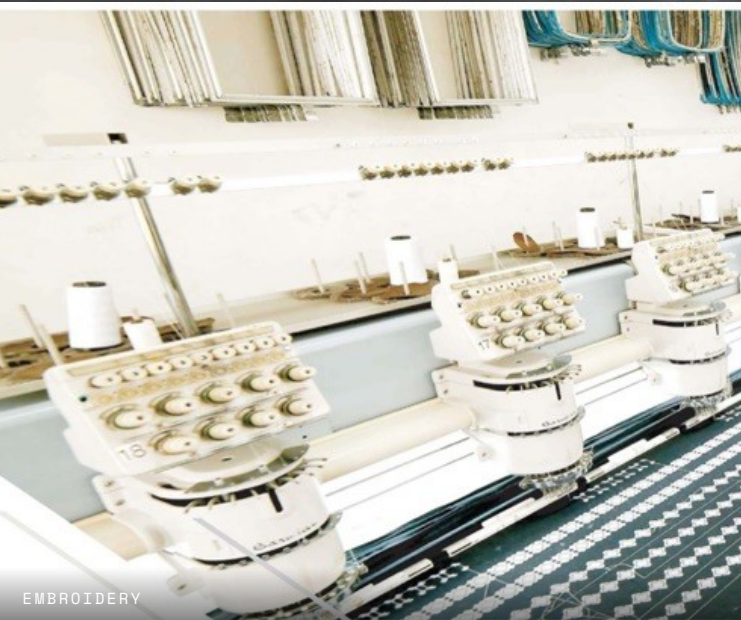
## Circular and denim

Recycled cotton and rPET, and recycled denim.

## TREATMENTS



## NEW TREATMENTS, TOP PERFORMANCES





# MENSWEAR, 45 / 55 RECYCLED

A basics capsule built entirely from recovered material. 45% recycled polyester, 55% recycled cotton.



Basic polo



Crew neck sweatshirt



Sweatpant



Hoodie



**Capsule palette**

Colour carried at fibre, so the capsule runs without a wet dyeing stage.



# WOMENSWEAR, 45 / 55 RECYCLED

The same construction standard and the same composition, across the womenswear block.



**Capsule palette**  
Sizes and blocks developed against the brand, not pulled from a shelf.

Long sleeve tee

Cropped top

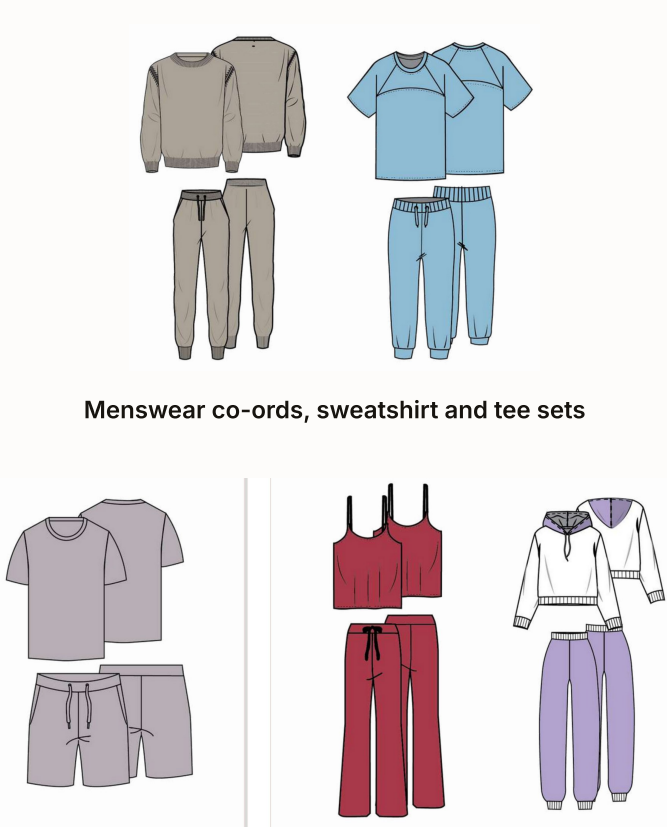
Sweatpant

Hoodie



# CO-ORDS, 75 / 25 REFIBRA AND COTTON

Co-ordinated sets for men and women. 75% refibra, 25% recycled cotton.



Menswear co-ords, sweatshirt and tee sets

Womenswear co-ords, tee, strap top and hoodie sets



### Capsule palette

Hand and drape decided at fabric, before the block is cut.



BEFORE CUTTING

## APPROVE IT BEFORE IT EXISTS

CLO 3D sampling puts the garment in front of you as a rendered sample, at the right fabric weight and drape, before a metre is cut.

Fewer physical rounds, less freight, and a decision made earlier where it is cheapest to make.

## RECYCLE AND REUSE

# THE LOOP, COUNTED

Recovered material put back into production each year across the partner base. This is the team's operating record, a different scope from the third-party LCA.

5M+

PET bottles  
recycled each year

ANNUAL RECORD

2,000+

tonnes of cotton waste  
recycled each year

ANNUAL RECORD

40+MW

renewable energy at  
source

PARTNER BASE





## STANDARDS REPRESENTED

# ELEVEN MARKS, THREE GROUPS

Product certifications, social and ethical audits, and programmes and memberships.

# 11

marks held across the base

CURRENT ONLY

# 3

groups, not one list

SLIDE 19

# 100%

compliance partner rated

PARTNER BASE

amfori BSCI, Sedex SMETA, ICS, SLCP and Higg are audit programmes, not certifications. A mark appears only while current. Certificates on request under NDA.

### CERTIFICATIONS

awarded against a standard, and audited to keep it



GOTS



OEKO-TEX Standard 100



WRAP



Better Cotton

### AUDIT PROGRAMMES

a facility was assessed against a code - audited against, never certified



amfori BSCI



Sedex SMETA



Higg



ICS



SLCP

### AUTHORISATIONS, AND THE BUILDING

permission granted, or the site certified - not the garment



Disney FAMA



IGBC

A mark appears only while current. Certificates on request, never as scans on a public page.



# TELL US WHAT YOU WISH YOU COULD PROVE



About your next collection, or your first. Tell us what you make, where you sell, and what you wish your supply chain could prove.



**Vishal Behal**

CO-FOUNDER AND CEO

25 years across factory floors and brand rooms, building programmes for some of the world's largest apparel brands.

[vishal@zer0.ai](mailto:vishal@zer0.ai)



**David Williams**

PARTNER AND COO

Builds ZERO's affiliate partner network across the world. New origins, new markets, one standard of care.

[david@zer0.ai](mailto:david@zer0.ai)

SOURCE WITH ZERO

[hello@zer0.ai](mailto:hello@zer0.ai)  
[zer0.ai](https://zer0.ai)

## CONTACT US FOR MORE

**ZERO Carbon Innovation Inc**

[hello@zer0.ai](mailto:hello@zer0.ai)

## OFFICES

Montreal · Atlanta · Chennai  
New York

## PARTNER DESKS

Dhaka · Bengaluru · Delhi  
Tirupur

## GO DEEPER

[zer0.ai](https://zer0.ai)  
Nineteen documents, one for each subject.  
Ask for the one you need.