

ECOL[●]JEAN



Introducing

**"The New Revolutionary Water Saving
Process in Denim"**

GLOBAL
DENIM
MADE IN THE AMERICAS

Water in Denim Production

What substance is more necessary to our existence than any other? **Water.**

Water is the most important substances on earth, without water there would be no life.

One of the biggest problems we face in our industry is the excessive usage of water. Water is used in the many stages of the industrial process of creating denim fabric (pre-treatment, scouring, washing, dyeing, finishing, between others).

A regular pair of jeans takes an average of **20 liters** of water, during the conventional indigo dyeing process.



Why save water?

There are three big reasons why conserving water is one of the most important efforts we have to make;

- Water is a limited resource (even though 70% of the world is covered by water, only less than 1% can be consumed by human beings).
- Because Population Is growing fast, consumption of water is heavily increasing.
- Global Climate change is jeopardizing water.



Our Efforts

Although there are many efforts ourselves and industry professionals are doing to conserve water like; modifying equipment to the most advanced in technology, modifying chemicals, reusing waste water and recycling water, it is still not enough. Water consumption is still too high.

The **Global Denim®** team understands that the future of our business depends on taking care of the resources we have today, so we have worked hard and came up with a new revolutionary solution; the Ecolojean.



GLOBAL
DENIM
MADE IN THE AMERICAS





In the conventional indigo dying process, the yarn passes through six washing boxes. The average consumption/discharging of in this process is of 20 m³/h.

The ecolojean process in difference, has ZERO water discharging to the water treatment plant.



=



*it takes about 20lt to dye a single pair of jeans



ECOLJEAN
technology

=



1

Efficiency

100 % of applied dye remains on the yarn, versus the standard process (where 15 to 25 % of the dye is eliminated with wash)

2

Rub Fastness

Even without rinsing, rub fastness is equal or better than in the regular process.

3

Stability

More stable dyeing process

4

Color

Less color variation and a better wash down effect

The EcoJean technology it's a revolutionary process in terms of sustainability and ecology compared to everything else on the market. It provides the following benefits;

- No water discharging
- Less energy consumption
- Less dye consumption
- Less CO2 footprint

Savings

Production with
ECOLJEAN
1,000,000 meters

Water/Waste water savings


6417.5 M³


Energy savings

469.5 Kw

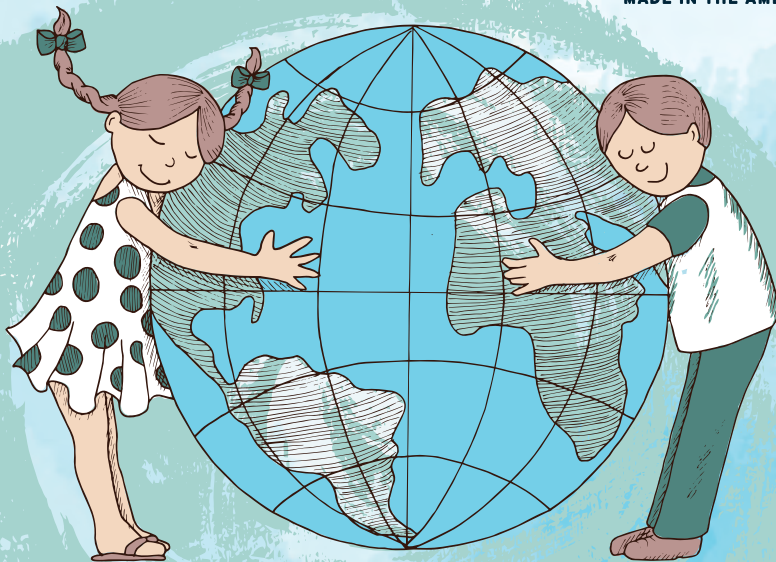
Dye savings

4000 kg

 @Globaldenim

 globalprime

GLOBAL
DENIM
MADE IN THE AMERICAS



Save LIFE

www.globaldenim.com.mx