

BRIGHTEST BLUE ON CASSETTE

Our cassettes are made from recycled plastic. Recycling a material that has already been used, helps to stop new stuff being made (often out of fossil fuels). Giving 'waste' materials a new life, helps push us towards a circular economy where reuse becomes normal, and even the cool thing to do.

Our paper and cardboard used to make this product is from recovered waste office paper or it is FSC® (Forest Stewardship Council® certified). The FSC is an independent, non-governmental, not-for-profit organization that was established to promote the responsible management of the world's forests.

BYE BYE SHRINK WRAP!

This is one of our biggest wins. Most things are wrapped in single use, think plastic film made from drilled oil. Here, for our wrapping we've used a plant-based plastic instead. As well as making this material less carbon intensive, it is compostable in industrial composters too – check to see if your neighbourhood has a collection. Otherwise dispose of carefully and remember, no plastic, even that made from plants should escape outside!

EXTRA PACKAGING INCLUDING MAIL BAGS/ FOIL BAGS AND BUBBLEWRAP

Anywhere we've needed to use mail bags or bubble wrap or a foil bag (in some regions), we've made them biodegradable or compostable. We understand that these terms are imperfect at the moment, so we balanced the fact that they were from plant based sources. Not everyone has access to the right sort of compost facility, so we'd prefer that you kept or reused materials (be your own recycling system!).

*The only material we couldn't find an eco answer to was tape. If you have any leads, let us know!

Our glues however are water based and biodegradable.

- Whether you're listening digitally (which has a carbon footprint through electricity use) or you prefer a collectable CD or vinyl LP, we're determined to make that as low impact as possible. We're continuing to plug into research by academics working with digital platforms to eliminate 'digital waste'.

BRIGHTEST BLUE MERCHANDISE RANGE:

We love fashion that lasts. We want a wardrobe full of memories, and it's also good for the planet.

We think a lot about curating items that will stay in your wardrobe and last lots of washes and wears and that means the highest quality possible. We seek out the shortest supply chains, and have lots of checks and balances to ensure that the garment workers in the supply chains we use can work with dignity and respect. (see below).

We look at materials – wherever possible using organic cotton. Regular cotton uses a huge amount of pesticides – poisonous chemicals which are very bad for the environment and the people who work in the cotton industry. We seek out brands who use low impact

dyes, fibres shown to have a lesser impact and run facilities on renewable energy instead of dirty fossil fuels.

We work with Live Nation who work selectively with garment producers who meet their code of standards. We will continue to push on this.

Eco tip: wear your clothes longer - in nine months this can reduce the annual carbon, water and waste footprints of each garment by 20-30% each! (UK stats).

Hot & Cold Tee

- Fabric: 100% Combed Ring Spun Organic Cotton 4.3 oz/sq yd; GOTS certified organic yarn

Start Again Tee/ Power Trip Unisex Tee/ Fade Long Sleeve Tee

- Fabric: 100% Combed Ring Spun Organic Cotton 4.4 oz/sq y

EG Power Socks*

- Fabric: 70% cotton, 25% nylon, 4% polyester, 1% spandex (we were unable to get organic this time so we went for durability and the shortest most ethical supply chain we could find).

EG Power Cap

- Fabric: 100% organic cotton twill

ACCESSORIES:

EG Power Duffel Bag

- We took the decision to make this bag from polyester, 50% from recycled water bottles, because unlike a t-shirt, bags are not washed too often (washing plastic based materials has been shown to release micro-plastics). We also like to use products that contain recycled materials. It's important to have markets for stuff like waste products so that they become valuable.

Privacy Stickers – for laptop/webcam camera lenses.

From recycled paper, using biodegradable glue.

- **Update on the fashion industry and garment workers during this time.**

In the wake of Covid 19 many retailers and brands cancelled all or part of their orders with factories/suppliers in countries such as Bangladesh and Cambodia. This has created chaos. Orders had already been cut and assembled and sewn and in many cases were awaiting shipping. This meant factories closed their gates (also for lockdown) and garment workers were left facing destitution. Human rights organisations have spent the last months pushing fashion brands to #PAYUP to safeguard garment workers.

Therefore we decided to work only with retailers who according who had paid their bills and wages to garment workers. To determine this we used information from organisations such as Labour Behind the Label (UK), The Clean Clothes Campaign (Europe and world) and the Workers Rights Consortium (tracking brands in the US and Europe) at the point of ordering.

<https://www.workersrights.org/issues/covid-19/tracker/>

Brightest Blue Water Bottle

Ellie, who is a UN Environment Ambassador feels strongly about the harm single use plastic can do to wildlife, particularly ocean species. She has even been to visit a turtle sanctuary in Kenya, where turtles that have swallowed plastic are given life-saving surgery and returned to the sea. On stage, Ellie is the queen of reuse using a bottle or beaker.

Not surprisingly then, we're including a fabulous stainless steel, *BPA free reusable water bottle so that you can refill and go!

ECO TIP: Studies show reusing a reusable water bottle for a year, you can swap out around 167 single-use plastic water bottles.

We'll continue to add information about our progress, so don't forget to check back in from time to time. From eco design in products to new ideas and materials, things are changing fast and we're determined to be leaders!