



# IMPACT

## THE IMPACT COLLECTION

Making a positive impact on the use of water and proving it!

**The IMPACT collection is a line of products that aim to make a positive impact. There is a responsibility towards the environment that cannot be ignored. The IMPACT collection focuses on the use of water.**

### Why water?



#### Tangibility

Water shortage is a very visible and understandable issue for everybody, compared to CO2 or Nitrogen



#### Urgency

By 2025, 50% of the world's population will experience so called 'water stress'; having to deal with a lack of sufficient and ready to use drinking water



#### Scope

The issue of water is a worldwide one, from melting Arctic fresh water into salty oceans, to dried out lands, consequences of water issues are found all over the globe.

### How?

**We distinguish three main areas where the Impact collection can contribute in the use of water:**



1.

By using recycled cotton and recycled PET, saving up to 1.800 L of water per product.



2.

By using glass and stainless steel materials, improving the re-usability of products compared to single use products.



3.

By donating 2% of every sold product from the Impact collection to Water.org.



# IMPACT

## SUPPORTING



**"The water crisis is the #4 global risk in terms of impact to society"**

### We believe in water

Water.org is a global nonprofit organization working to bring water and sanitation to the world. Water.org wants to make it safe, accessible and cost-effective. Water.org helps people get access to safe water and sanitation through affordable financing, such as small loans. Water.org gives their everything, every day to empower people in need with these life-changing resources – giving women hope, children health and families a bright future.

### What is the world water crisis?

Water is essential to life, yet with 785 million people in the world - 1 in 9 - lack access to it. According to a report by the World Economic Forum, the water crisis is the #4 global risk in terms of impact to society. Water.org is working every day to change this. Water.org is here to bring safe water and sanitation to all. By empowering people with this fundamental human need, Water.org is helping to provide families with hope, health and the opportunity to break the cycle of poverty.



**For each product sold we will donate 2% of proceeds to support Water.org to change lives with safe water.**



# IMPACT

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Making a positive impact on the use of water and proving it!

### The world is in transition:

*"There is a growing push on sustainability"*

*"A new generation demands action"*

*"Everybody wants transparency about sustainable fabrics being used. But do they get it...?"*



*"Sustainability is a jungle!"*

*"Some brands simply buy off their sustainable responsibility, this is greenwashing!"*

*"The biggest fear of brands and companies: being accused of greenwashing"*

### Do you trust sustainability claims?

As the production supply chain of a final product can be long, how can you be sure that original recycled feedstock has been used in the final product?

#### Do you dare to guarantee?

We aim to avoid greenwashing and prove the true story of recycled fabrics. Aware™ offers the technology to deliver that proof for the bags and portfolios in the Impact collection.



# IMPACT

With **Aware™** we guarantee the genuine recycled content and environmental impact reduction claims, by using a disruptive **tracer and blockchain technology**

## What is Aware™ ?

**Aware™ is a virtual component that verifies sustainable content in a final product by tracer technology and validate claims by blockchain technology.**

### The process in a nutshell:



#### STEP 1. Activate

Insert our tracer in recycled fibre and register original certifications in digital tokens on blockchain.



#### STEP 2. Produce

Produce final bags and portfolio products for the IMPACT collection.



#### STEP 3. Scan

Check tracer content in final products.



#### STEP 4. Authenticate

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

For more info go to <https://www.wearaware.co>



Read all about the Impact collection on [www.theimpactcollection.org](http://www.theimpactcollection.org)



# IMPACT

## The impact of cotton on water is irresponsible



Production of 1 kg of cotton uses 10.000 litres of water (source: bettercotton.org)



Cotton production is mostly situated in areas where drinking water is scarce



Pollution of rivers because of the dyeing

**Standard cotton bag**

vs.

**Impact Collection recycled cotton bag**



- ✓ Proven Recycled by Aware™
- ✓ Proven water saved
- ✓ Confirmed sustainable!



This bag takes **1.630 litres** of water to be made

This bag needs **0.02 litres of water** to be made

On average, 1.600 litres is enough for the **total water consumption of one adult, per year!**

**With this knowledge, you have the responsibility make the right choice.**



new

● P762.541 03 ● 5 | 3L



**IMPACT**

## Impact Aware™ Recycled cotton tote

Carry your essentials inside this casual tote bag made with Aware™ Recycled cotton. This tote bag features a minimalistic design with two top handles that can be carried on the shoulder or by hand. This tote bag is made of 100% 330 gr/m2 recycled cotton, saving thousands of litres of water. One kilo of conventional cotton requires 9,800 litres of water. Aware™ Recycled cotton requires zero water! The Aware™ fibres used in this tote are fully traceable with a unique validation system of tracer ID and blockchain verification. A truly sustainable and reusable bag for everyday use.



1630 Litres of water saved

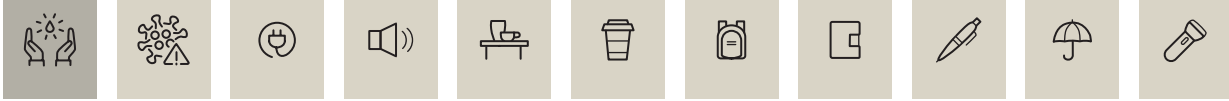
- ✓ Made with Aware™ traceable Cotton
- ✓ Saving litres of water
- ✓ Lightweight
- ✓ 100% sustainable



brand

XDXCLUSIVE | ECO+  
RESPONSIBLE CHOICE

Size 0,2 x 38 x 42 cm Max. printsize 250 x 250 mm Printtechnique Screen transfer



# IMPACT

Traceable And Genuine Recycled PET With Validated Impact!

**Look good, Feel good, Do Good!**

**Everyone likes to talk about rPET, because rPET now has a very positive image. But what exactly is rPET? What about that r from Recycled, how recycled is this PET really?**



It is a fact that recycling PET has a very positive impact on our environment compared to virgin PET. Not only do we remove and keep plastic from our environment in this way, we also save 1.9 litres of oil per kg of product compared to virgin PET. With almost 10 billion kg of PET in circulation (production since 1950), there is still a lot to save.

## How much effect has rPET?

Of course you are curious what all these new techniques contribute to our environment. How much effect does rPET and Cotton from Aware™ really have? To make everything transparent, we have provided each product with a label on which we clearly indicate how much savings have been achieved! Convincing for you and a nice message to the receiver. The Impact Collection is a gift with a message.



## Water savings per model in liters

Product model	Product name	 PET bottles used	 Water saving in liters
P774.17*	Impact AWARE™ RPET A5 portfolio	7	4
P820.20*	Impact AWARE™ RPET toiletry bag	9	5
P422.30*	Impact AWARE™ RPET cooler bag	11	6
P774.16*	Impact AWARE™ RPET A4 portfolio with zipper	10	6
P788.03*	Impact AWARE™ RPET 15.6" laptop sleeve	16	10
P733.05*	Impact AWARE™ RPET cooler backpack	20	12
P730.04*	Impact AWARE™ RPET 15.6" laptop bag	26	15
P762.01*	Impact AWARE™ RPET Basic 15.6" laptop backpack	33	19
P762.00*	Impact AWARE™ RPET anti-theft 15.6" laptop backpack	33	20
P762.02*	Impact AWARE™ RPET weekend duffel	45	27



new

● P762.011 ● 2 ● 5 | 15L 



**IMPACT**

## Impact AWARE™ RPET basic 15.6" laptop backpack

This streamlined AWARE™ 15.6" laptop backpack includes a laptop sleeve in the main compartment and an inside sleeve pocket with 2 pen loops. A separate front zipper pocket can hold your small daily essentials. The front zipper pocket has 2 sleeve pockets and 2 pen loops. The outer fabric and inner lining consist of AWARE™ polyester made from 100% recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



19 Litres of water saved

- ✓ Made with AWARE™ traceable rPET
- ✓ Saving litres of water
- ✓ 15.6" laptop compartment



brand

XDXCLUSIVE® | ECO+  
RESPONSIBLE CHOICE

Size 44,5 x 12 x 30,5 cm Max. printsize 180 x 40 mm Printtechnique Screen transfer





new

● P762.001 ● 2 ● 5 | 14L



**IMPACT**

## Impact AWARE™ RPET anti-theft 15.6" laptop backpack

This AWARE™ deluxe 15.6" laptop backpack impresses with its modern and simple look. Its clean design makes the backpack highly versatile and ideal for work or leisure. The roomy main compartment fits a 15.6 inch laptop. The inside sleeve and zipper pockets keeps your small essentials organised. The outer fabric and inner lining consist of AWARE™ polyester made from recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



Litres of water saved

- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ 15.6" laptop compartment
- ✓ Anti-theft design



brand

XDXCLUSIVE® | ECO+  
100% RECYCLED POLYESTER



● P762.021 ● 2 ● 5 | 35L 

new



**IMPACT**

## Impact AWARE™ RPET weekend duffle

This AWARE™ weekend duffle impresses with its modern and simple look. Its clean design makes the duffle ideal for travel. The roomy main compartment offers plenty of space for your essentials. Two mesh pockets make your smaller items easy to find. The front zipper pockets has 2 sleeve pockets and 2 pen loops. The outer fabric and inner lining consist of AWARE™ polyester made from 100% recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



Litres of water saved



- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ Large main compartment
- ✓ For 3-5 days travelling

brand

XDXCLUSIVE® | ECO+  
RESPONSIBLE CHOICE

Size 32 x 22 x 55 cm Max. printsize 250 x 35 mm Printtechnique Screen transfer



● P730.041 ● 2 ● 5 | 6.5L 

new

IMPACT

## Impact AWARE™ RPET 15.6” laptop bag

Casually professional and organised, this 15.6” laptop bag is made for the modern professional with an eye for value and the environment. It features a classic design with front accent stitching, multiple storage pockets, two top handles, and an adjustable, detachable shoulder strap. The outer fabric and inner lining consist of AWARE™ polyester made from 100% recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



15

Litres of water saved

- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ 15.6” laptop compartment



brand

XDXCLUSIVE® | ECO+  
100% RECYCLED POLYESTER



● P788.031 ● 2 ● 5 | 25L

new



**IMPACT**

## Impact AWARE™ RPET 15.6” laptop sleeve

Keep your laptop computer stylishly well-protected in this AWARE™ 15.6” Laptop Sleeve. This modern sleeve boasts a streamlined design and is padded to ensure a protected fit. The AWARE™ 15.6” Laptop Sleeve can be used alone or easily slips in and out of a messenger bag, tote, backpack, or carry-on case. The front zipper pocket features 2 sleeve pockets and 2 pen loops. The outer fabric and inner lining consist of AWARE™ polyester made from 100% recycled PET bottles.

AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



10 Litres of water saved

- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ 15.6” laptop compartment



brand

XDXCLUSIVE® | ECO+  
RESPONSIBLE CHOICE



● P820.201 ● 2 ● 5 | 2.3L 

new

**IMPACT**

## Impact AWARE™ RPET toiletry bag

Keep your toiletries stylishly stowed and neatly organized while you're on-the-go in the AWARE™ RPET toiletry bag. It boasts a spacious main compartment with plenty of room for your grooming essentials. A front zippered pocket provides additional storage space for small necessities. The outer fabric and inner lining consist of AWARE™ polyester made from 100% recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



Litres of water saved

- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ Versatile pockets
- ✓ Convenient travel size



brand

**XD**XCLUSIVE® | **ECO+**  
100% RECYCLED POLYESTER

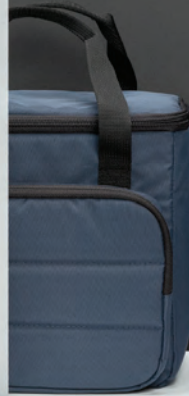


● P422.301 ● 2 ● 5 | 5L 

new



**IMPACT**



## Impact AWARE™ RPET cooler bag

This AWARE™ cooler bag is the perfect companion for a picnic in the outdoors. The PEVA main compartment offers space for up to 9 cans. The zippered front pocket holds your essentials that you have with you. The outer fabric consists of AWARE™ polyester made from 100% recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Exterior 100% AWARE™ recycled polyester. Interior 100% PEVA. PVC free.



Litres of water saved



- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ PEVA lining will ensure leaks and spills stay within the cooler

brand

XDXCLUSIVE® | ECO+  
RESPONSIBLE CHOICE



● P733.051 ● 2 ● 5 | 14L 

new



**IMPACT**

## Impact AWARE™ RPET cooler backpack

This AWARE™ cooler bag is the perfect companion for a picnic in the outdoors. The PEVA main compartment offers plenty of space for 6 wine bottles or 24 cans. The zippered front pocket holds your essentials that you have with you.

The outer fabric consists of AWARE™ polyester made from recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Exterior 100% AWARE™ recycled polyester. Interior 100% PEVA. PVC free.



Litres of water saved

- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ PEVA lining will ensure leaks and spills stay within the cooler

brand

XDXCLUSIVE® | ECO+  
100% RECYCLED POLYESTER

Size 35,5 x 16 x 29 cm Max. printsize 150 x 40 mm Printtechnique  
Screen transfer



● P774.171 ● 2 ● 5 |  

new



**IMPACT**

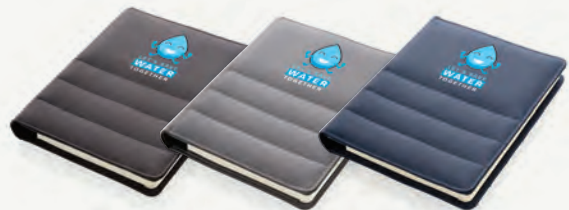
## Impact AWARE™ RPET A5 portfolio

Keep all your work essentials organised in this beautiful A5 AWARE™ RPET portfolio. Inside the portfolio you can find a matching notebook. The notebook contains 64 sheets/128 sheets cream coloured lined 80gm/s recycled paper. Inside you will find 1 big sleeve pocket, a phone pocket, 2 card slots and a pen loop. The outer fabric and inner lining consist of AWARE™ polyester made from recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



Litres of water saved

- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ Including notebook
- ✓ Versatile organisation



brand

XDXCLUSIVE | ECO+  
RESPONSIBLE CHOICE

Size 2,1 x 17,2 x 22,2 cm Max. printsize 100 x 80 mm Printtechnique  
Screen transfer





new

● P774.161 ● 2 ● 5 |  

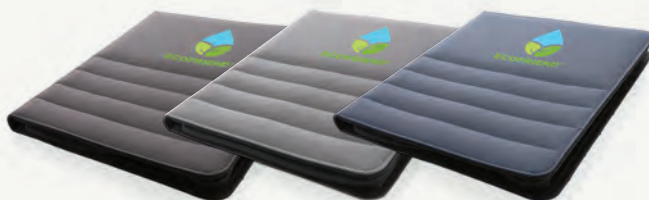


## Impact AWARE™ RPET A4 portfolio with zipper

Keep all your work essentials organised in this beautiful A4 Aware™ RPET portfolio with zipper. Inside you will find 1 big sleeve pocket, 1 phone pocket, 2 additional pockets, 4 card slots and a pen loop. Including recycled paper notepad. The notepad contains 20 sheets cream coloured lined 80gm/s recycled paper. The outer fabric and inner lining consist of AWARE™ polyester made from recycled PET bottles. AWARE™ only uses truly recycled materials which are traceable from the source, making this truly unique. By using recycled materials, we can save huge amounts of water, making a positive impact on the environment. Interior and exterior 100% AWARE™ recycled polyester. PVC free.



Litres of water saved



- ✓ Made with Aware™ traceable rPET
- ✓ Saving litres of water
- ✓ Versatile organisation

brand

XD XCLUSIVE | ECO+  
100% recycled & carbon

Size 2 x 24,5 x 33,1 cm Max. printsize 150 x 100 mm Printtechnique  
Screen transfer



# IMPACT

## Stainless steel & glass

### Why glass

Besides the beautiful design possibilities that glass offers, it can be recycled endlessly 100%. In many cases, the recycling is possible locally. In Europe, no less than around 76% of the glass is recycled. By using glass shards instead of lime, sand and soda, glass production also saves 3% energy and even reduces CO2 emissions by 5%.

With the use of the latest techniques, glass is now much stronger. Furthermore, glass is heat resistant and very easy to clean, making it very hygienic during use. Perfect for a solid product made for intensive use.

### Stainless steel

Stainless steel is a material often used for the production of insulating bottles and water bottles. It is a beautiful and sustainable material. Like glass, stainless steel can be recycled endlessly. It also shares characteristics of easy cleaning and hygienic use with glass.

The high demand in recycled stainless steel means that it is not always available, in particular for smaller projects. This is the reason why for this bottle, virgin stainless steel was preferred.

**By refilling reusable stainless steel or glass IMPACT bottles you help to reduce the environmental impact of transporting bottled water in plastic bottles.**

Transporting plastic bottles over long distances costs energy and disturbs the natural cycle of water. Bottled water requires up to 2.000 times the energy used to produced tap water. And it takes around 450 years for a plastic bottle to completely degrade.

**For each product sold we will donate 2% of proceeds to support Water.org to change lives with safe water.**

OPPORTUNITY  
STARTS  
WITH WATER.

