

NORTH SAILS

IMPACT REPORT

1

1. NEARLY 300 MILLION

TONS OF PLASTIC ARE PRODUCED EVERY YEAR



2

2. 1 MILLION

PLASTIC BOTTLES ARE BOUGHT EVERY
MINUTE WORLDWIDE



3

3. 8 MILLION

TONS OF PLASTIC A YEAR
END UP IN THE OCEAN

4

4. 50% OF PLASTIC

IS USED ONCE FOR AN AVERAGE OF 12 MINUTES

5

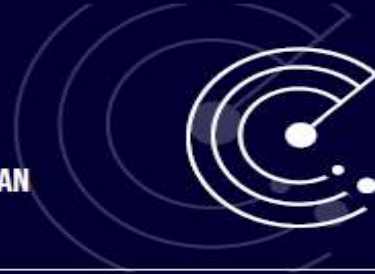
5. ONLY 1%

OF PLASTICS ARE RECYCLED.
THE REST IS DISCARDED IN OUR OCEANS

6

6. PLASTIC

IS NOW FOUND IN THE DEEPEST REACHES OF THE OCEAN



TIME

JAN 18

OFF

We start donating 1% of our revenue to Ocean Family Foundation



FW 18

"To the ocean campaign"
NSX recycled 360: our jacket made of 100% recycled fabric and padding



SS 19

"Ocean for life" campaign
New e-commerce plastic-free packaging
Monthly Sustainable Newsletter



SS 20

We are using new sustainable fibers
More than 80% of our swimwear is also made of recycled material

FW 17

Collaboration with the marine biologist Ocean Ramsey, committed to shark conservation



SS 18

"Go Beyond Plastic": our first campaign aiming to create awareness on plastic pollution
Free The Sea collection made of recycled cotton and PET bottles



NOV 18

ISO 14001 and SA 8000 certificates



FW 19

More than 70% of our outerwear is made of recycled material
Capsule Free the Sea made of GOTS certified organic cotton CO2 neutral shipping
ISO 45001 certificate



#GOBEYONDPLASTIC

NORTH SAILS

MANIFESTO

North Sails has its roots in the sea.
The brand has decided to be true to them by raising **AWARENESS** on the issue of
plastic pollution in the **OCEAN**.

We are only at the very beginning of this **CHALLENGING** and exciting journey.
The important thing is to transmit our passion for
this cause and our belief that, step by step, we will make our company and our
collection **MORE SUSTAINABLE**.

We are contributing **1% OF OUR REVENUES** to ocean conservation in
partnership with the **OCEAN FAMILY FOUNDATION**, who funds and actively supports a
variety of sustainable marine conservation programs.

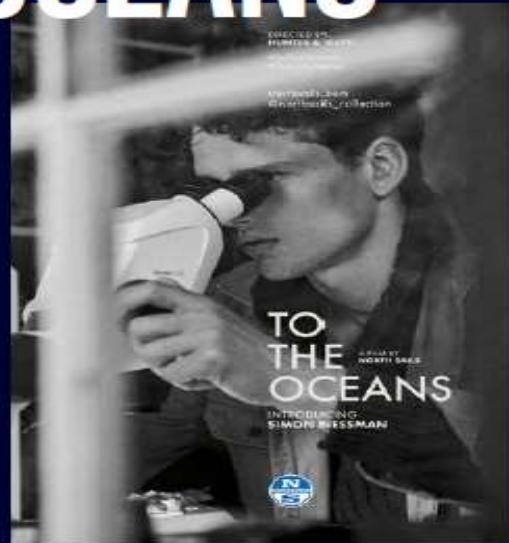
REMEMBER,

GO BEYOND PLASTIC

PLAN

1. CONSERVATION CAMPAIGNS
2. SUSTAINABLE COLLECTION
3. CONCEPT STORE
4. E-COMMERCE
5. CERTIFICATIONS
6. LOGISTICS
7. SUSTAINABLE PROJECTS
8. SUSTAINABLE NEWSLETTER
9. AMBASSADORS
10. TIMELINE

TO THE OCEANS



The 3 characters of this campaign are Sam Potter, Simon Nessman and Johana Schenker.

Each chapter shows a different perspective on devotion to the sea: the discovery of the conflict surrounding marine pollution, an inspiring ecological project and, finally, an ode to the sea itself.



OCEAN FOR LIFE



We went to Mumbai to understand how plastic pollution affects people's lives. Thanks to a great international team 4 short documentaries have been shot showing how plastic reaches the ocean.

The aim of this campaign is to promote a collaboration on a global scale based on the "Reuse, Reduce, Recycle" rule.

LA MER



In the Fashion Film La Mer, kids explain to us what is happening to our oceans and planet because of plastic pollution.

RECYCLED FABRICS

RECYCLED MATERIALS

- More than 70% of our jackets are made using recycled materials.

REPREVE

- Our paddings are in Repreve®, a fibre obtained from recycling plastic bottles.

NYLON FROM FISHING NETS

- We use recycled nylon obtained from fishing nets and industrial waste.

SAIL FABRIC

- We finish our garments with detailing made from recycled sail fabric.

NEW SUSTAINABLE YARNS

The logo for recycled yarn features the word "RECYCLED" in white, uppercase letters on a dark blue background with a subtle pattern of white dots and lines. A small white circle is in the top right corner.

RECYCLED

By employing reclaimed fibers and fabrics, such as polyester and nylon, we turn waste into resources and minimize our environmental impact along the entire production process, including reduced water and energy consumption

The logo for cellulose fibres features the words "CELLULOSE FIBRES" in white, uppercase letters on a light blue background with a pattern of green leaves and stems. A small white circle is in the top right corner.

CELLULOSE FIBRES

Cellulose-based fibers are acquired from viscose, bamboo and seaweed. An eco-friendly alternative to standard cotton, it is easier to recycled and it needs much less water, energy and chemicals than conventional crop



Through BCI and its partners, farmers receive training on how to use water efficiently, care for the health of the soil and natural habits, reduce the use of the most harmful chemicals and apply decent work principles

The logo for organic cotton features the words "ORGANIC COTTON" in white, uppercase letters on a light beige background with a pattern of cotton bolls. A small white circle is in the top right corner.

ORGANIC COTTON

Conventional cotton farming has a significant environmental impact, while organic cotton eliminates the use of toxic chemicals and offers a more balanced way of producing cotton that considers the whole ecosystem: the environment, the farmers and their communities