



# A New Direction

Sustainable &  
Traceable Fibres

**TERYLENE**

— POLYESTER FIBRE —



# Our Legacy

Introduced First Ever Polyester Staple Fibre to the world in 1941

# TERYLENE

POLYESTER FIBRE



## 'TERYLENE': KNIFE-EDGES ON LEDGES!

Carelessly left front door key in other trousers. Only one way in—through window. Worked way along ledge, regretted taking 27th floor apartment. Two strokes of luck—girl sunbathing on roof gave a hand, prevented nasty fall; and wearing trousers in 'Terylene', so didn't get frayed, kept knife-edge creases.

TROUSERS IN 55% 'TERYLENE', 45% WOOL, WORSTED.

## For today's young... 'Young Originals'—in 'Crimplene' and 'Terylene'

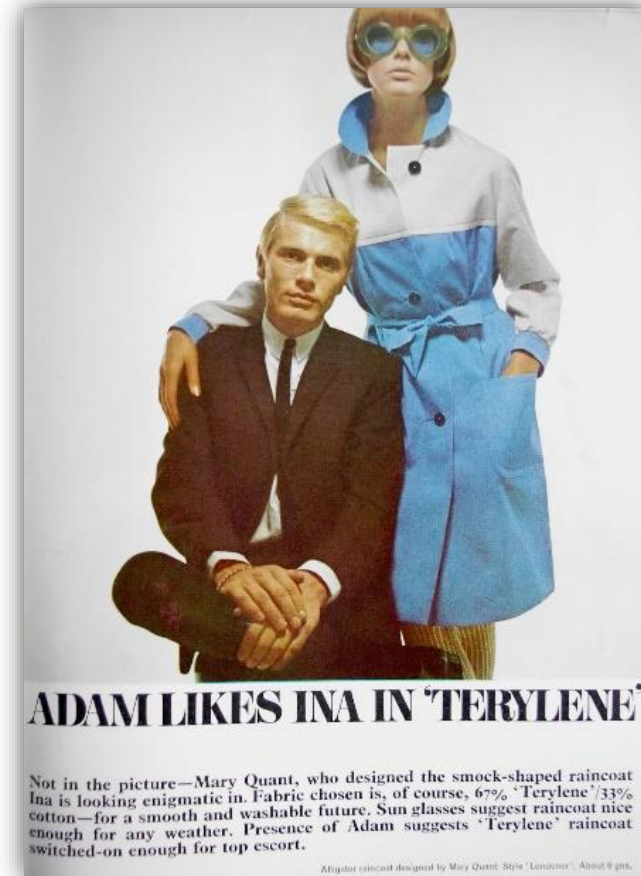


'Young Originals'—super new styles, especially for the young.  
**Shamrock** green smock dress with printed sleeves style 1920, in sizes 24"–34", from about £7.45 for size 32".  
The 2 piece on the left and the dress are in 'Crimplene'.  
Enquiries: Shamrock of England, Barbury Street Mills, Butt Lane, Stoke-on-Trent.  
**Judy** long printed dress in 'Terylene'/cotton style 8066, in sizes height 43"–60".  
Enquiries: Judy Childrenwear Ltd., Cepes House, 18 Noel Street, London W1V 4HX.



## Carefree fashions in ICI fibres

'Crimplene', 'Terylene' and IQ roundel are Registered Trade Marks of ICI.



## ADAM LIKES INA IN 'TERYLENE'

Not in the picture—Mary Quant, who designed the smock-shaped raincoat Ina is looking enigmatic in. Fabric chosen is, of course, 67% 'Terylene'/33% cotton—for a smooth and washable future. Sun glasses suggest raincoat nice enough for any weather. Presence of Adam suggests 'Terylene' raincoat switched-on enough for top escort.

Attila raincoat designed by Mary Quant. Style 'Londoner'. About 9 gms.





# Four-Tier Strategy

Sustainability



Traceability



Versatility



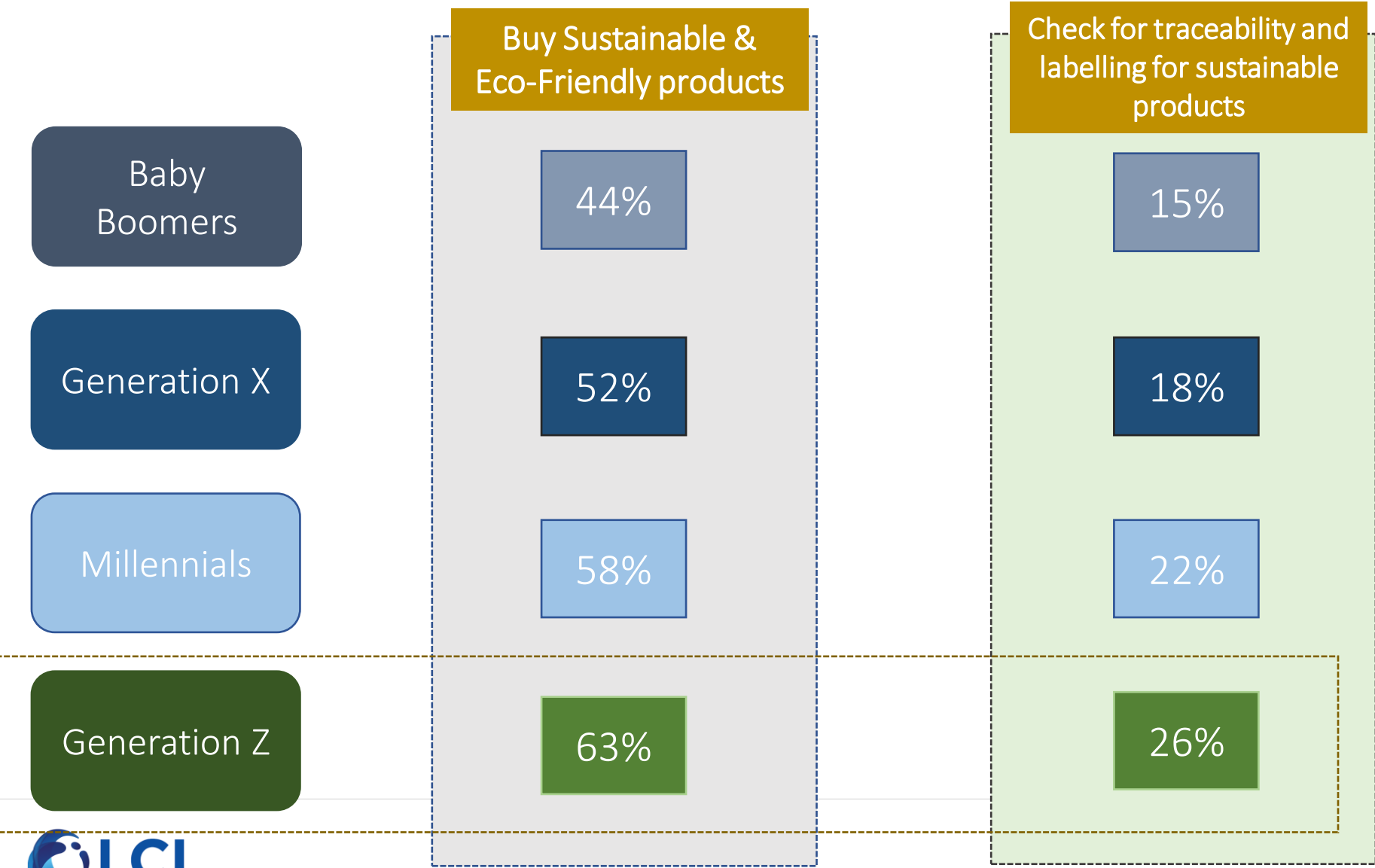
Health & Hygiene



**TERYLENE**  
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**Four-Tier Strategy**

# Advent of Green Consumerism



\*percentage of respondents that “agree” or “strongly agree”

# Traceability Challenges

60%

of sustainability claims by fashion giants of greenwashing are misleading

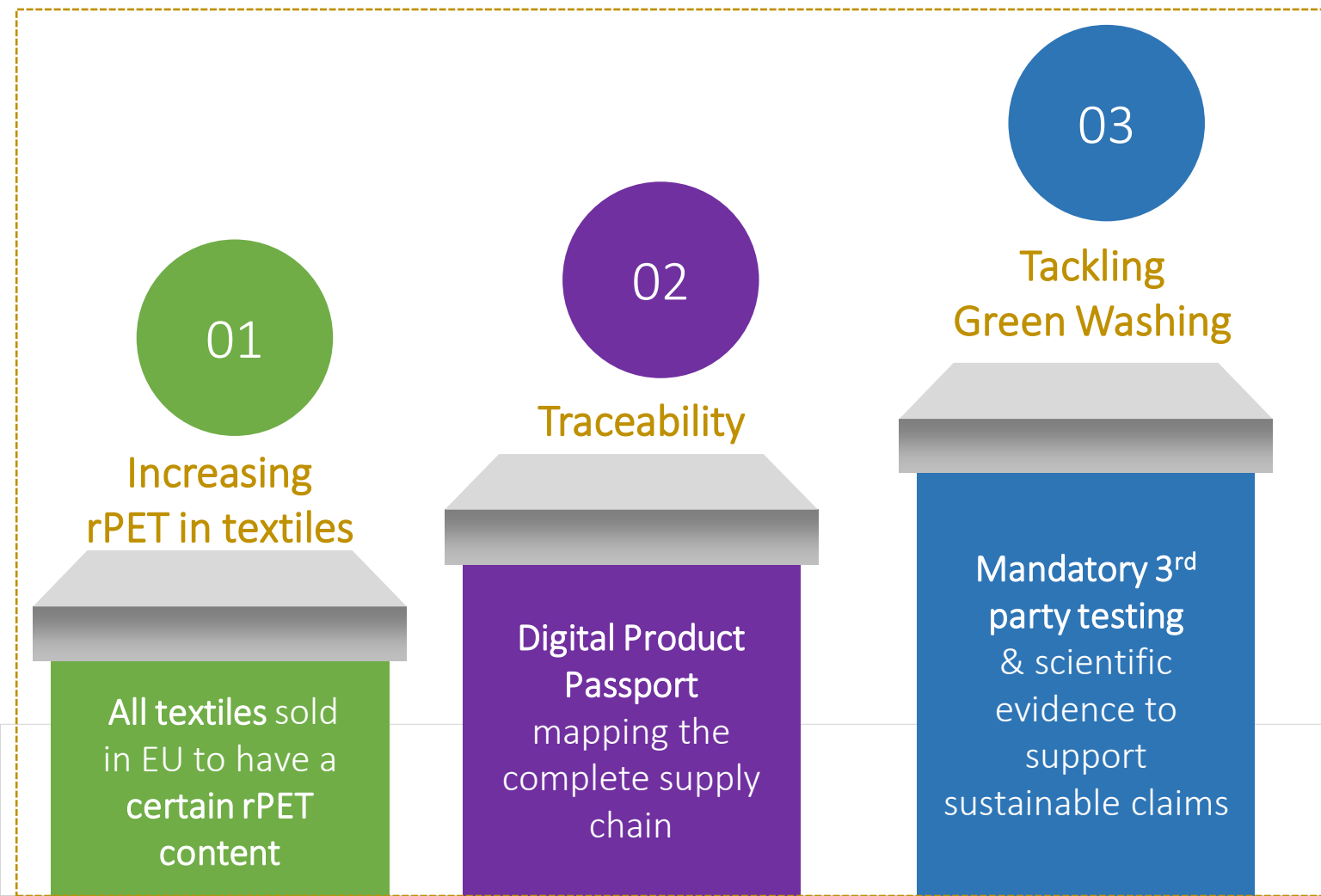
- Lack of Transparency ( no clear breakdowns of fiber composition)
- Misleading product labels & Buzzwords

39%

of products assessed came with sustainability-related claims such as “recycled”, “eco”, “low-impact” or simply “sustainable”.

# Regulations spurring growth of sustainable textiles

[EU Strategy for Sustainable and Circular Textiles](#) - Roadmap with 2030 Vision to develop circular economy



#JourneyOfEnrichingLives

# License to Operate in Sustainable Markets





# TERYLENE

CLEAN

## Traceable 100% recycled PSF Brand

### Quality

Close to virgin Fibre  
Low BPA content in line with regulations

1

### Traceability

Partnered with FibreTrace to provide both digital and physical traceability

2



### Certifications



3

### Preferred Suppliers for



4



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EU Strategy for Sustainable and Circular Textiles - Roadmap with 2030 Vision to develop circular economy



#JourneyOfEnrichingLives

# A Proven Solution for Microfiber Pollution

TERYLENE

POLYESTER FIBRE

Powered By

CiCLO<sup>®</sup>

SUSTAINABLE TEXTILE TECHNOLOGY

## KEY BENEFITS

- Durability & recyclability maintained
- OEKO-TEX<sup>®</sup> ECO PASSPORT
- Non-toxic to marine life
- Traceable
- Responsible marketing claims
- Controlled distribution only to CiCLO<sup>®</sup> Certified Fiber Manufacturers globally
- REACH Compliant
- No change in manufacturing requirements

## A nature-based solution to reducing plastic microfiber pollution

### A solution that mimics nature

CiCLO<sup>®</sup> synthetic textiles behave like natural fibers when they end up as pollutants in the environment.

# How does it work?

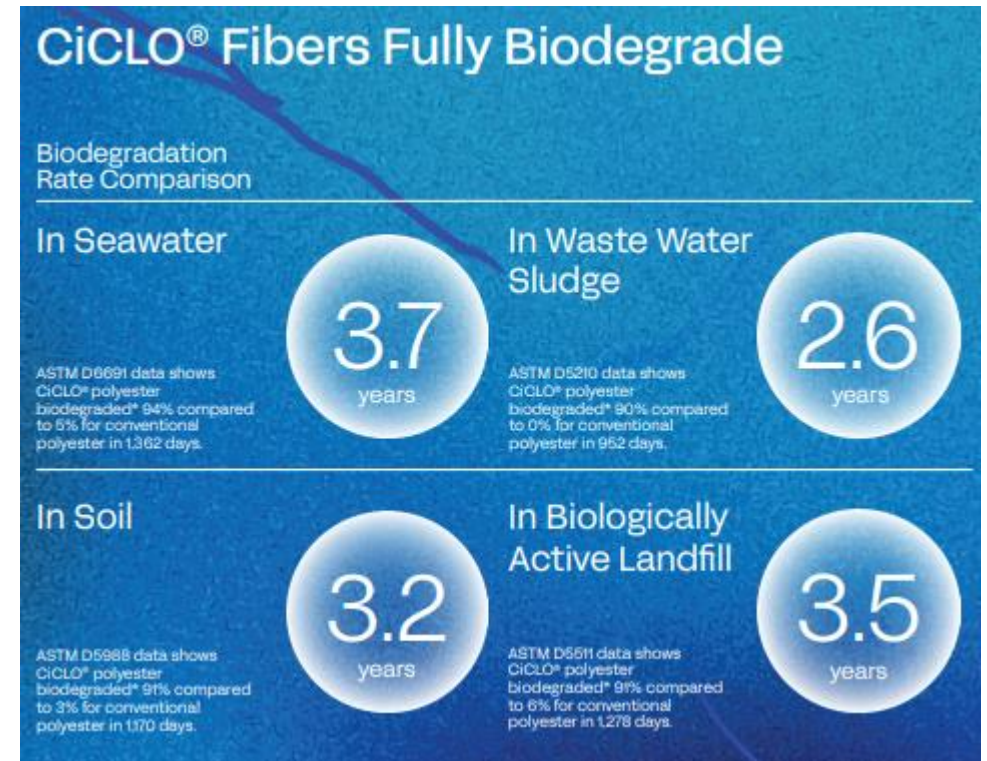
## Conditions for Bio-degradation



Does not bio-degrade during garment use or care

**It creates pathways that attract naturally occurring microorganisms, which enables complete biodegradation leaving only natural elements behind**

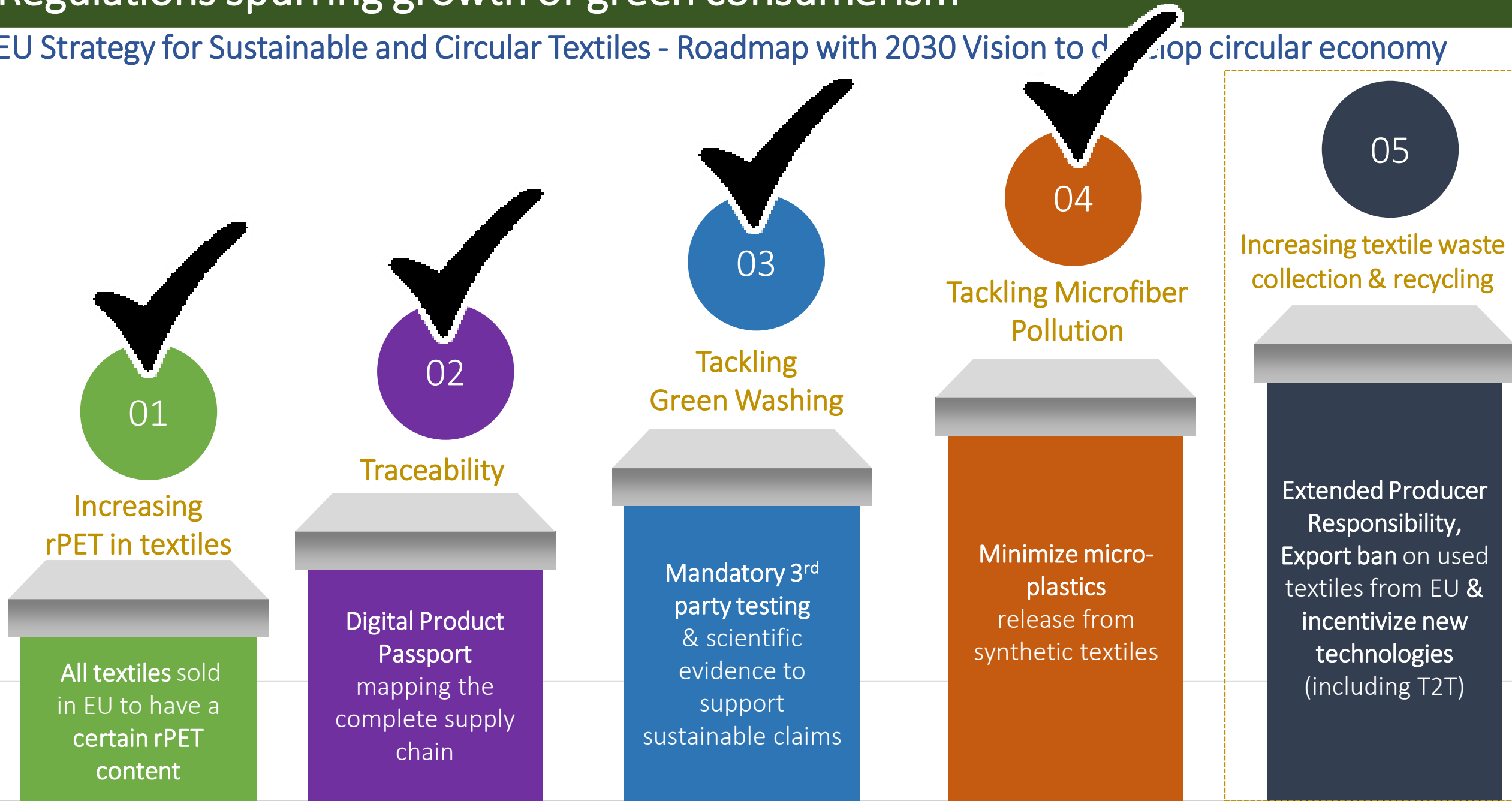
Long term independent laboratory studies prove CiCLO Fiber biodegrade\* at greatly accelerated rates when they end up as pollutants in environment





# Regulations spurring growth of green consumerism

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# Launch of Terylene RETEX



Among the first globally offering an Upcycling Solution to Landfill and Microfibre Pollution

Quality better than rPET (from bottle flakes) and close to virgin fibre

In line with upcoming regulations in EU and USA



# Why is it relevant?



Source: Textile Exchange

Our industry has its own waste to take care of

Our industry has a waste problem, with mountains of  
spent on producing these materials and products.

Bottle to fibre is not truly circular

Bottle-based feedstocks for textiles and apparel are

technology can much more easily recycle bottles into new bottles rather than bottle-based textiles into new textiles.

Beverage industry has its own strong rPET commitments → PET Flakes Availability?

to 25% by 2025 and 30% by 2030 per EU legislation.

EU Strategy for Circular Textiles & Deliberations of making bottle to fibre not preferable



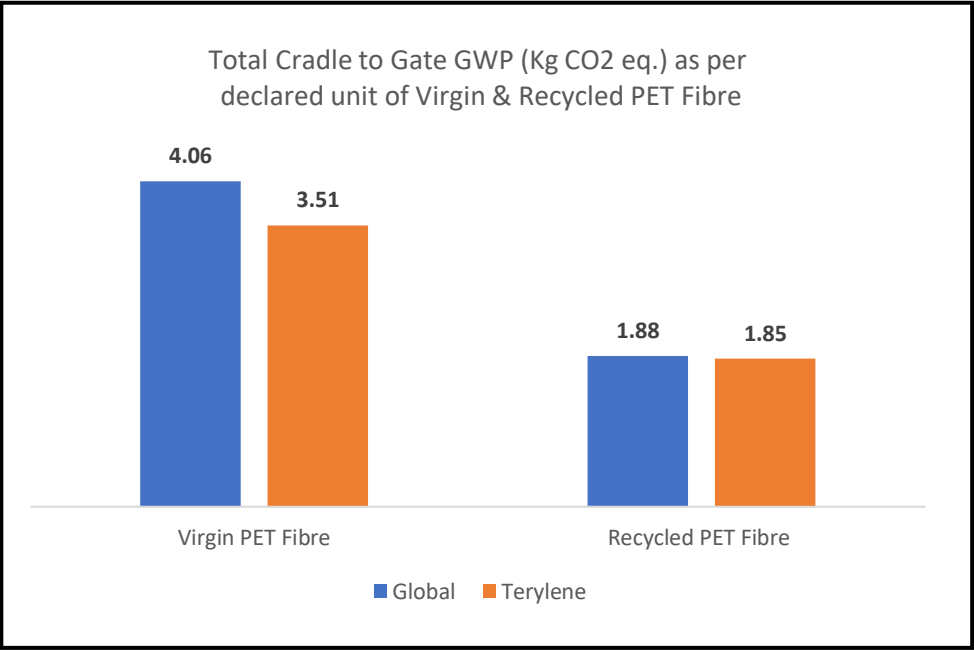
# Regulations spurring growth of green consumerism

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# Reducing Carbon Footprint with Certified Traceability

## CO2 Emissions – Terylene vs Global Average



Source : SGS



### FibreTrace»

- LCI is a pioneer in implementing traceability in PSF with the support of Fibretrace
- ✓ End-to-End Digital & Physical Traceability
  - ✓ Sustainability Assurance
  - ✓ Compliance & Certification



TextileGenesis  
a LECTRA company

- ✓ Providing complete digital traceability

# Our Certifications and Compliance



Recycled Claim Standard (RCS)



Global Recycled Standard (GRS)



OEKO - TEX Standard 100



Eco Passport by OEKO - TEX



ISO 9001 (QC)



ISO 14001 (Environment)





**A**

  
National College of Arts

  
**ECO-ECHOES**

"An event to create awareness on PET bottles recycling"

**B**

 LAHORE BIENNALE FOUNDATION

 GIVE NATURE A CHANCE


**Green School Certification**

 LUMS

 BRITISH COUNCIL


 MANCHESTER 1824  
The University of Manchester

**C**

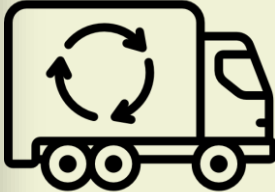
 WWF

**Spellathon**

**D**

 aabroo  
Educational Welfare Organization

**PET Bottle Deposit Scheme**



**E**

 METRO  
YOUR SUCCESS IS OUR BUSINESS

**Commitment to Environmental Stewardship**

*There is NO planet B*

# Using Art to Create Awareness on PET Bottle Waste Recycling





## Educating and creating awareness regarding proper waste disposal & segregation at younger level

Schools will have to adopt sustainable practices to be certified as “green schools”

Curriculum designed by LUMS & certification program adopted by Punjab Education Ministry

Reach out to  
10 Public & 5  
Private  
Schools

Student &  
teacher  
sustainability  
workshops  
facilitated by  
LUMS

Placement of  
Segregated  
Waste Bins





# Marketing: Spellathon with WWF



Successfully completed the Spellathon Campaign



Reaching out to Schools to create awareness through "Captain Tery"







Providing free education, food and shelter to underprivileged children



## PET Bottle Deposit Scheme

Households will be incentivized to hold on their PET bottle waste and deposit to Aabroo vehicles in return of cash





# Marketing: MoU with Metro Pvt. Ltd

To increase PET waste collection and increase recycling with a purpose



## A Commitment to Environmental Stewardship

LCI and Metro Pakistan have signed an MoU to launch an innovative PET bottle recycling initiative, promoting responsible waste management and sustainability.

Customer Loyalty & HoReCa Customers to deposit bottle

Metro issues loyalty points against bottles deposited

LCI via Aabroo collects and buys the bottles

Proceeds used to sponsor Aabroo School while bottles are converted into Terylene Clean

# Questions & Answers





# Thank You