With our technology jeans can go from being one of the most polluting garments to one of the most Sustainable

For World Water day, Jeanologia encourages all textile industry stakeholders to get behind its MissionZero: dehydrate and detoxify the jean industry by 2025

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Enrique Silla

- **The company has brought to market a set of technological solutions for producing with Zero water**
- **Remember every drop counts in the fight against climate change and that water gives life and prosperity, making its care essential for sustainable development and people's health**
- **In 2019 more than 13 million cubic meters of water was saved, the amount necessary for the annual human consumption of 712,600 people**

. For World Water Day**,** **Jeanologia**, world leaders in sustainable and efficient technology development, encourages all textile industry stakeholders to get behind its MissionZero: dehydrate and detoxify the jeans industry by 2025.

The textile industry today is responsible for 20% of the planet's pollution. Within textile, jeans is one of the most sold garments and with the highest environmental impact during its production.

Enrique Silla, CEO at **Jeanologia**, has highlighted that "we believe and want jeans to continue to be an icon of rebels and freedom. Despite its dark era when it became one of the most polluting garments in the sector, with our technologies and re-engineering of jeans, it can become one of the most sustainable garments.

"From the natural fiber to the elimination of water and chemicals from the life processes of jeans, for example through the process of moving into circular economy, jeans will become the iconic garment of new generations, the NEW REBEL that wants to protect the environment and the plant."

MissionZero: it's time to take action

Aware of the importance of water in combating climate change, the company has brought to the textile industry a set of technological solutions, building an ecosystem of collaborators, and accompanying them on their way to producing with Zero water and Zero discharge.

With its disruptive laser and eco technology it is possible to increase productivity, reduce water and energy consumption, while eliminating contaminated waste and harmful emissions, guaranteeing Zero pollution.

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For Silla, **Jeanologia**'s founder, the digital transformation has become an opportunity to combat the major environmental problems and that is what we have done with our technology, applying it to the jeans industry and "closing the circle of the water cycle".

Furthermore, for the company "every drop counts" in the fight against climate change, water gives life and prosperity, making its care essential for sustainable development and people's health.

Planet Before profits

Jeanologia's vision is to be the vehicle for transforming our world, generating a positive impact in society through a new way of doing business where the end objective is not focused purely on profit.

To do so, last year it started an *ecological income statement* through which it measures cubic meters of contaminated water that, thanks to its technology and services, do *not* go into our rivers and seas. It is Europe's first company to deliver an income statement of this type.

In 2019 the company saved more than 13 million cubic meters of water, 23% more than the previous year; the amount needed for the annual human consumption of 712,600 people. The population that a city like Athens has.

Jeanologia is a member of the United Nations Global Compact, signing up to the commitments of the 2030 Agenda and fulfilling the Sustainable Development Goals: SDG 6 sets as its target the availability and sustainable management of water and sanitation for all.

25 years working for the world

Since 1994 Jeanologia's has been to create an ethical, sustainable and eco-efficient industry through their disruptive technology and know-how. Their laser, G2 ozone and e-flow system have revolutionized the textile industry. They offer infinite design and garment finishing possibilities, while saving water, energy and chemicals, eliminating discharge and toxic emissions.

The company currently employs 257 Jeanologist from 27 nationalities and has clients in 5 continents through its 10 subsidiaries. The export of its machines and services represents 90% of its total billing, reaching 66 countries. Over 35% of the 5 billion of jeans produced worldwide every year are made with their technologies, and the biggest market brands place their trust in Jeanologia, using technology developed by the company.

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