Sustainable Denim:

Itema brings at Denim Première Vision iSAVER®

Itema, worldwide leading manufacturer of advanced weaving solutions, exhibits at **Denim Première Vision** (Milan, Superstudio Più, 13 and 14 October 2021, booth F6) the **mechatronic device iSAVER®** that, unique in the sector, allows to denim weavers to **save up tp 1.000 Kg of cotton** per loom per year thus **avoiding to waste circa 20 million of liters of water.** An innovation 100% made-in-Italy, iSAVER® is already present in the biggest denim weaving mills in **China, Vietnam, Turkey, Egipt, Italy and South America**.

Denim is one of the most popular fabrics in the world, with 3.5 billion garments produced every year. The denim manufacturing process, which absorbs about 35% of world cotton production and moves a global market that reached 21.8 billion dollars in 2020, has a strong environmental impact. In fact, it is estimated that 3,800 liters of water and 18.3 kWh of electricity are needed to make a single pair of jeans, generating emissions of 33.4 kg of CO2 during the entire life cycle of the product[1].

“The entire textile supply chain is constantly looking for ideas and solutions, **to improve the sustainability of production processes,** by innovating technologies and processing systems to reduce waste, water and electricity consumption ", stated Ugo Ghilardi, CEO Itema Group. “**With iSAVER®** we have brought an **excellent solution to the market**, which makes the difference because it allows denim weavers and fashion brands to offer a finished product with a much lower ecological footprint. **We are the only textile machinery manufacturer to participate as an exhibitor at Denim Première Vision** precisely by virtue of the uniqueness of our technology and the contribution it makes to the production of sustainable denim".

[1]*Data Source Ellen MacArthur Foundation*.

iSAVER® eliminates the waste selvedge on the fabric left-hand side by inserting the weft without the need of additional yarns, thus significantly reducing raw materials and water wastage. The device has been designed and developed by Itemalab®, the Itema Group company dedicated to product and process innovation for the whole industrial sector. Located inside the Kilometro Rosso Innovation District in Bergamo, the company employs around 70 engineers and specialists.