R|Elan™ GreenGold Ecocean – A Sustainable fabric that cares for our Oceans

Growing crisis of ocean pollution and efforts to tackle this from Reliance Industries Limited (RIL)

A large part of our global population directly depends on the oceans for their livelihood. Most of the waste that is collected near oceans, which eventually enters water bodies, is coming from land-based sources. Waste PET bottles are one of the most visible component of ocean pollution with millions of tons of plastic entering the seas and oceans every year severely affecting marine life.

Hence, it is imperative that measures are taken at every level to control this pollution since protecting the planet is a global concern and our collective responsibility.

Reliance Industries Ltd (RIL), India's largest private sector company, is spearheading the adoption of circular economy concepts. As a part of its strategy to enhance sustainability, Reliance, has built substantial capacities in recycling post-consumer PET bottles into high-quality branded polyester - R|Elan™ GreenGold. Reliance, the pioneer in India in making fibers out of post-consumer used PET bottles, recycles over 2 billion PET bottles every year and is committed to increase the recycling capacity year on year.

R|Elan™ GreenGold Ecocean – A key solution to deal with the menace of ocean pollution

Reliance has secured supply chains for collection of post-consumer PET bottles through OBP (Ocean bound plastic) route and has introduced a new product – R|Elan™ GreenGold Ecocean.

Reliance Industries Limited – Barabanki Manufacturing Division has been awarded OBP - Ocean Bound Plastic Recycling Organization Standard V1.1 by the Control Union.

While commenting on certification award to RIL, Ms Marjorie Platero, *Control Union said "We at Control Union believe in assisting textile brands meet their standard requirements with respect to sustainable products. With growing public awareness amongst consumers, the demand for fashion made from certified sustainable content has also increased. Control Union Certifications declares to have audited Reliance Industries Limited, Barabanki unit and its products which are in certified in accordance to the requirements of* ***Recycling Organization Standard*** *as referred in their scope certificate".*

Ocean Bound Plastic is abandoned plastic waste located within the range of 50km from the shore in communities or areas where waste management is non-existent or very inefficient. This is important, since the probability of plastic waste reaching oceans increases with the proximity of rivers or shores.

To make R|Elan™ GreenGold Ecocean fabric, 100% used PET bottles are rescued before they reach and pollute the oceans. These are cleaned, crushed and converted into flakes. The flakes are then washed and converted into high quality fibers, yarns, and fabrics.

The making of R|Elan™ GreenGold Ecocean fabric helps in diverting and recycling waste. This not only helps in keeping the water bodies cleaner but also keeps the marine life safer.

Many leading global brands have started preferring PET collected from beaches and shores that would otherwise end up in oceans, rivers, or lakes and have started using these to manufacture apparels and footwear from Ocean Bound plastics. Consumers are increasingly becoming more aware and sensitive to using eco-friendly products including in their apparels and accessories.

These factors are making R|Elan™ GreenGold Ecocean as one of the most sought-after fabric among leading brands, retailers, fashion designers and style enthusiasts.

Reliance has developed a wide range of GreenGold product portfolio that includes possibilities to combine sustainability with various functional benefits like moisture management (R|Elan™ Kooltex), thermal management (R|Elan™ AirTherm), all weather comfort (R|Elan™ AllClima) and fibres that bio-mimic bio-degradation process (R|Elan™ EcoGold with CiClO®).

Superior Features of GreenGold Ecocean that adds immense value to its customers

Value Proposition for Brands and Retailers

- Assured 100% post-consumer used PET bottles from OBP route
- One of the most eco-friendly fibers
- Best-in-class quality and performance in fabric comparable to virgin products
- Product and bottle traceability options available, along with digital traceability against specific orders
- Consistent dyeing performance
- Superior whiteness index and strength parameters
- Extensive supply chain support from yarns to garments, through Hub Excellence Program (HEP) partners which includes spinners, knitters, weavers and processors

Value Proposition for Yarn and Fabric Mills

- Diversified product range for varied apparel and home textile categories
- CV % for GreenGold Ecocean fiber properties is quite low, giving supreme yarn quality
- Availability of large lots for uniformity and consistency
- Comprehensive product basket of pre-coloured, dope-dyed fibers
- Extensive technical support at all stages of manufacturing throughout the value chain

Versatile product applications across fashion apparel and home textile

R|Elan™ GreenGold Ecocean fabric can be used in manufacturing casual wear, denims, formals and womenswear. This fabric is also available for home textile segment under the brand name Recron® GreenGold Ecocean.

Enabling high quality eco-friendly fashion

R|Elan™ GreenGold Ecocean exemplifies circular economy concepts and is strongly enabling textile and fashion industry with such high-quality sustainable fabric. Taking forward our efforts in enabling eco-friendly fashion, R|Elan™ GreenGold Ecocean will support brand and retailers achieve their style goals and sustainability commitments at the same time.