

P/K  
conserves

benefiting

The Nature  
Conservancy 

Protecting nature. Preserving life.™

introducing  
eco-friendly fabric  
for a more sustainable future

press kit



# What makes P/K conserves green?

**100% Certified Organic Cotton** Grown without chemicals or pesticides, utilizing sustainable farming techniques. 100% biodegradable.

**100% Recyclable** 100% post-industrial recycled polyester (*weaving waste*), 100% post-consumer recycled polyester (*pop bottles*), or 100% post-industrial olefin. MBDC Cradle to Cradle Certification.

**100% Certified Non-Toxic Dyes** All heavy metals and harmful chemicals have been removed. Water dye waste and energy use decreased. Run-off and water pollution reduced.

**Packaging** utilizes recycled plastic and recycled pulp cardboard tubes. Marketing materials are printed locally using regionally-produced recycled papers and soy-based inks.

[www.pkconserves.com](http://www.pkconserves.com)    [www.nature.org](http://www.nature.org)

P/K Conserves will contribute 5% of the sales of P/K Conserves products to The Nature Conservancy with a minimum contribution of \$25,000.

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## We are proud to introduce our newest brand: P/K Conserves.

We have thought long and hard about how P/Kaufmann could be part of the ecological movement and contribute to environmental change in our industry.

Considering our options, we decided that in order to become a part of this rapidly evolving industry it would be necessary to become involved in every step of the process: From the cultivation of fibers, to formulation of non-toxic dyes, and ultimately the packaging and shipping of goods.

- Every pattern and process is fully SKAL/GOTS certified, deemed non-toxic and environmentally friendly.
- Our efforts to make low-impact environmentally friendly fabrics meet the highest standards currently available.
- Sales of our 100% Certified Organic Cotton benefit **The Nature Conservancy**, donating 5% of every sale to support the worldwide conservation efforts they make everyday.

### About our 100% Organic Cotton Fabrics

The supply of organic cotton is a closely monitored system with great care given to the farmer and to the cultivation of crops in each stage. No pesticides or chemicals are used at anytime in the growing of

organic cotton.

- Developed in Turkey, a country that grows and supplies 68% of the world's organic cotton.
- Every bale of organic cotton is fully certified by the Organic Cotton Council.

### About the dyes we use

We've spent months working with the German textile colorant company Dyestar to develop a palette of non-toxic, low impact, Skal-certified dyeing formulas.

- We have created the largest range of saturated colors currently available on the market for organic cotton.
- All of the dye stuffs formulated have newly designed adherent properties so that the maximum percentage of dyestuffs are absorbed into the fiber - with minimum run-off back into the treatment lines.
- Each dye has been created without heavy metals, or other corrosive minerals, and zero caustic processing.
- None of our fabrics are prepared with any bleaches; the goods have only been produced with water washing and mild soaps to clean the goods.

### Other pieces of the puzzle

- The manufacturing facilities where we produce are randomly inspected by Skal, Eco-Text, and the Organic

Cotton Council which confirm that processing stays on track and environmentally sound.

- The machinery used in organic manufacturing must remain isolated from other machines to remain contamination free as well as meet energy efficiency and low-toxin criteria.
- All fabrics are being packed on recycled cardboard tubes with minimal exterior waterproof packing made of either recycled poly or compostable polymer, vegetable based materials.
- All printed tags and sample books are being produced on recycled papers and printed with soy-based inks and printed locally with minimal ground shipping.

### Our promise and plan going forward

The partnerships we have with our eco-suppliers will continue to encourage conscientious change on every level, as well as allow us to remain fully transparent to our customers.

Meanwhile, we want to support any efforts by our customers to encourage environmental conscientiousness and green production - keep it up!

Finally, thank you in advance for shopping our line, please visit [Nature.org](http://Nature.org) to learn more about what you can do to help The Nature Conservancy with their global conservation mission.

# why organic?



## Cotton is thought to be a very natural

fabric however, conventional cotton-growing is one of the most chemically intensive farming operations in the world.

Since cotton is one of the most widely-traded commodities (nearly half of all textile products produced), conventional cotton-growing leads to massive environmental and health problems. Environmental research has shown that the extensive and intensive use of synthetic fertilizers, soil additives, defoliants and other substances used to produce conventional cotton wreaks serious havoc on soil, water, and air.

Chemicals drift into neighboring communities, posing long-term health threats to people and animals. They also indirectly enter the human food chain through cottonseed in livestock feed, contaminating meat and dairy products. (Cottonseed oil is also used in many processed food products.)

The problems with cotton production do not stop in the field. During the conversion of conventional cotton into fabric, numerous toxic chemicals are added at each stage – silicone waxes, harsh petroleum scours, softeners, brighteners, heavy metals, flame and soil retardants, ammonia and formaldehyde.

## Why organic cotton?

Here are some reasons why organic cotton production is important to the long-term health of the planet

- Cotton uses approximately 25% of the world's insecticides and more than 10% of the pesticides (including herbicides, insecticides, and defoliants.). (*Allan Woodburn*)
- It takes roughly one-third of a pound of chemicals (pesticides and fertilizers) to grow enough cotton for just one yard of fabric.
- The Environmental Protection Agency considers seven of the top 15 pesticides used on cotton in 2000 in the United States as “possible,” “likely,” “probable,” or “known” human carcinogens (acephate, dichloropropene, diuron, fluometuron, pendimethalin, tribufos, and trifluralin). (*EPA*)

## What is organic cotton?

Organic cotton is grown using methods and materials that have a low impact on the environment. “Working with, not against,” nature is the principle behind organic farming.

Grown without pesticides and spun without chemicals, organic farmers rely on organic fertilizers, manual crop rotation and integrated pest management. Fields are naturally fertilized, pest-eating insects are used to naturally control crop damage, and weeds are removed with hoes and tractors, as well as manually. Third-party

## why organic? *continued*

certification organizations verify that organic producers use only methods and materials allowed in organic production. Farms earn the organic label by using soil that has been free of synthetic pesticides for at least three consecutive years.

Grown and processed without toxic chemicals, organic cotton is free from synthetic poisons that could be absorbed into the bloodstream by contact with the user's skin. All of our organic cotton products are also free of irritating or damaging colors and dyes.

Additionally, on chemical-use cotton farms, farmers are constantly exposed to synthetic pesticides and fertilizers, endangering them and their families. In developing countries, poor, untrained and ill-equipped farmers are often forced to deal with the most hazardous of chemical agricultural agents.

- Organic farms are chemical fertilizer- and pesticide-free, keeping their soil and water protected and usable for longer periods of time.
- Organic cotton fabrics last longer due to its natural composition. The cotton that is grown in conventional ways is compromised and weakened by the chemicals used in growing, processing and dying of the cotton, all these things break the fiber down and create a weaker, inferior cotton fabric.
- Organic cotton is softer, thicker cotton that is sturdier than thinner conventional cotton that gets worn much quicker from use and washing.

## How much organic cotton is grown globally?

In 2000-'01, international production was approximately 6,368 metric tons (slightly more than 14 million pounds, or 29,248 bales), grown in 12 countries, according to data from the Pesticide Action Network of the United Kingdom and from the Organic Trade Association (OTA). This represents about 0.03% of worldwide cotton production.

Turkey and the United States were the leading producers of organic cotton, followed by India, Peru, Uganda, Tanzania, Egypt, Senegal, Israel, Greece, Benin and Brazil.

Organic cotton is good for the environment, good for farmers and good for you.

## What does “Certified Organic” really mean?

“Certified Organic” means the cotton has been grown according to strict uniform standards that are verified by independent state or private organizations.

Certification includes inspections of farm fields and processing facilities, detailed record keeping, and periodic testing of soil and water to ensure that growers and handlers are meeting the standards which have been set.

Certification of organic cotton production adds credibility to the final product assures the buyer of the organic status of the product and encourages payment of premium prices to farmers who engage in organic practices.

# green links

where to find  
more info online

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## Eco-textile Glossary

<http://ecotextileglossary.wetpaint.com/>

## U.S. Green Building Council

<http://www.usgbc.org/>

## Earth 911: Making every day Earthday

<http://earth911.org/>

## All eco-labels

<http://ecolabelling.org/region/north-america/>

## Best Green Blogs

<http://www.bestgreenblogs.com/>

## Learn how your lifestyle can be eco-friendly!

<http://www.sprig.com>

## Green Zone

<http://www.interiordesign.net/GreenZone/CA451322.html>

## To the Trade Only

### Design Library of Green products

<http://www.todl.com/>

## InHabitat

<http://www.inhabitat.com>

## Cradle to Cradle:

### Remaking the way we make things

[http://www.mcdonough.com/cradle\\_to\\_cradle.htm](http://www.mcdonough.com/cradle_to_cradle.htm)

## Green At Work magazine, Corporate Sustainability Magazine

<http://www.mbdc.com/certified.html>

## BBC's green pages

[http://news.bbc.co.uk/2/hi/in\\_depth/sci\\_tech/green\\_room/default.stm](http://news.bbc.co.uk/2/hi/in_depth/sci_tech/green_room/default.stm)

## Tree Hugger

<http://www.mbdc.com/certified.html>

## The Basics of Organic Cotton

<http://www.treehugger.com/files/2007/08/green-basics-organic-cotton.php>

## New York Times Environmental Blog

<http://dotearth.blogs.nytimes.com/> <<http://dotearth.blogs.nytimes.com/>>

## World Changing: Change your thinking

<http://www.worldchanging.com/>

## Real Climate

### By real climate scientists

<http://www.realclimate.org/>

## Global Green

<http://www.globalgreen.org/>

## International Herald Tribune:

### Business Green

<http://blogs.iht.com/tribtalk/business/green/>

## The National Building Museum

<http://www.nbm.org/Events/Calendar/greener-good/>

## Metropolis magazine: "A green leap forward"

<http://www.metropolismag.com/cda/>

## NBC's green site

<http://www.greenisuniversal.com>

## GreenConnected

<http://www.greenconnected.com/>

## The Nature Conservancy

<http://www.nature.org/>

# GreenShield™

the only high performance fabric finish that responsibly manages environmentally harmful chemicals



## Making every atom count

GreenShield™ is designed from established green nanotechnology principles - to use benign materials efficiently, eliminate waste and minimize the consumption of energy. GreenShield is the next generation of fabric finish that is based on nature's own solution to water and stain repellency.

- Patented product uniquely based on inorganic nanoparticle architecture.
- Certified for minimizing harmful fluorochemicals while delivering superior water and stain repellency
- Eliminates volatile organic chemicals and solvents
- Certified for Indoor Air Quality
- Anti-Odor (microbe and bacteria resistant) without leaching harmful chemistries
- Free of any brominated flame retardants
- Lower overall chemical laydown for improved hand and enhanced recyclability

GreenShield can make almost any fabric a high performance fabric in a manner that has reduced impact on the environment and human health. Products with the GreenShield finish are available through fabric jobbers, distributors and furniture manufacturers.

[www.greenshieldfinish.com](http://www.greenshieldfinish.com)

# green textile glossary

What you need to know to  
speak the language of green



**Green:** An adjective used to describe something that is perceived to be beneficial to the Environment. *Source: ACT*

**Greenwashing:** Natural and “green” products abound—but with so much green advertising, it’s sometimes hard to tell what’s for real and who is trying to pull the recycled wool over the eyes of consumers. “Greenwashing” is the practice of pretending that a product or material is environmental-friendly when in fact it is not, and the link is very tenuous. Some corporations, not anxious to alter their operations, instead implemented the use of “green” marketing and advertising as a means to mask or soften their images.

*Source: Adapted from [www.bankrate.com](http://www.bankrate.com)*

**Organic:** Pertaining to, involving, or grown with fertilizers or pesticides of animal or vegetable origin, as distinguished from manufactured chemicals *Source: [www.robertaindesign.com](http://www.robertaindesign.com)*

**Organic cotton:** Traditional cotton production uses more chemicals per unit than any other crop. Organic cotton reduces this chemical use because it is grown without pesticides or chemical additives to fertilizer, relying instead on methods with less ecological impact.

*Source: [www.robertaindesign.com](http://www.robertaindesign.com)*

**Certified organic:** Items that have been grown according to strict uniform standards that is verified by an independent state or private organizations. *Source: [www.robertaindesign.com](http://www.robertaindesign.com)*

## **Low-impact dyes:**

–**High fixation** keeps the dye on the fabric, where it belongs, instead of in the wastewater. More dye on the fabric instead of down the drain also means savings of dye, chemicals, water, and energy for production— which translate easily into greater cost savings & saving water—use less and keep it cleaner. Lower salt concentration in the dye bath is required and less water is needed to wash off the fabric as well. Less salt in

wastewater means less pollution to worry about.

–**Colorants and auxiliaries** that have been specifically approved for use on organic textiles, for example by certification organization: Control Union Certifications (CU) and the Institute for Market Ecology (IMO), the first approved body to offer certification under the Global Organic Textile Standard (GOTS). *<http://www2.dystar.com>*

**Eco-efficiency:** Reducing the ecological impact of goods and services while at the same time producing and delivering desirable, competitively priced goods and service.

*Source: [www.robertaindesign.com](http://www.robertaindesign.com)*

**Sustainable product:** A product that has no negative impact on natural ecosystems or resources. *Source: ACT*

**Sustainable manufacturing:** Manufacturing processes that have no negative impact on natural ecosystems or resources. *Source: ACT*

**Cradle-to-cradle:** A term used in life-cycle analysis to describe a material or product that is recycled into a new product at the end of its defined life. Cradle-to-Cradle Design models human industry on nature’s processes, in which materials are viewed as nutrients circulating in healthy, safe metabolisms. Industry must protect and enrich ecosystems - nature’s biological metabolism - while also maintaining safe, productive technical metabolism for the high-quality use and circulation of mineral, synthetic, and other materials. *Source: MBDC - General*

**LEED™- Leadership in Energy and Environmental Design:** A point-based rating system developed by The U.S. Green Building Council Rating System for Sustainable Development (USGBC) to assess new and existing commercial buildings for a variety of earth-friendly features. *[www.usgbc.org](http://www.usgbc.org) Source: ACT*