

Candiani

DENIM

**P R E M I U M
R E C Y C L E D
D E N I M**

Blue Seed and
the Candiani
PCR program

Introduction

One of the ways in which Candiani is combatting the issue of waste in the fashion industry is through **The Candiani Denim PCR Program**, aimed at reviving discarded, worn-out clothes to give them a second life through recycling.



Blue Seed, the key ingredient of premium recycled denim

In order to use a high percentage of PCR fibers in the blend and to compensate their weakness we use Candiani's proprietary **Blue Seed fibers**.

The superior quality of the Blue Seed cotton fibers allows us to offer a highly sustainable yet highly qualitative recycled fabric.

Every denim of the PCR program is available in two fiber blends: **regenerative or organic cotton**.

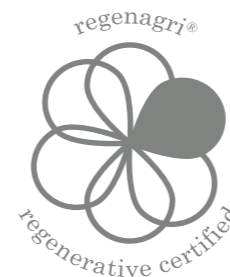
BLUE SEED LOVES CALIFORNIA

The evolution of the PCR Program is possible due to the close collaboration with one trusted partner: **Gowan Seed Company**

Gowan® The Gowan group is a global, family agricultural solutions business which specializes in developing, marketing, and manufacturing global agricultural inputs such as crop protection products, seeds and fertilizers. Together with Gowan we developed the **Blue Seed, a Non-GMO hybrid cotton variety that combines the best attributes of upland and long staple cotton**.

RR
7 2 2 8

Fabric Certification



regenagri®
Certified

RR
7 2 2 8

Fabric Features



regenagri®
Cotton



Post
Consumer
Recycled
Cotton



regenagri®
Blue Seed
Cotton

REGENERATIVE

ORGANIC

RR
7 2 2 9

Fabric Certification



OCS
Certified

Fabric Features



Organic
Cotton



Post
Consumer
Recycled
Cotton



Organic
Blue Seed
Cotton

Regenerative Cotton

**INDUSTRIAL
AGRICULTURE
IS A BROKEN
MODEL**

The conventional way of growing food and fiber is detrimental to the planet and dangerous to human health. It is a broken model that has sought to make agriculture more productive by cultivating single crops on a given field (monocultures) and moving animals from the farm to intensive feedlots. The result is a heavy reliance on pesticides and fertilizers, sometimes highly toxic, inefficient use of land, large quantities of waste, water, air pollution, and GHG emissions. The result? **Biodiversity loss, deforestation, climate change, and soil depletion.**

**REGENERATIVE
AGRICULTURE
IS THE
EVOLUTION
OF ORGANIC
AGRICULTURE**

Building off organic practices, regenerative agriculture is thought of as the new frontier and a fundamental transition for the fashion industry. But both organic and regenerative agriculture are still considered valuable and essential sustainable solutions, which share many similarities. **Each aims to work with nature instead of against it and strives to combine the best in science with traditional practices.**

**REGENERATIVE
AGRICULTURE IS
OUTCOME - FOCUSED
WHILE ORGANIC
AGRICULTURE
TENDS TO BE
PROCESS - FOCUSED**

Regenerative agriculture is more **outcome-focused**, aiming to maximize overall positive impact by rebalancing natural ecosystem function. This impact must be measured each year and show continual improvement. Comparatively, organic agriculture can be considered more **process-focused** by setting clear rules for how cotton (and other crops) can be grown in a more environmentally friendly and socially responsible way.

**HEALTHY
SOIL CAN
TAKE CARE
OF ITSELF
BETTER THAN
HUMANS CAN**

For too long, we have tried to force nature to operate in a way that it's not naturally designed to. The adoption of regenerative agriculture represents a turning point. **It is an opportunity to finally honor and learn from centuries-old Indigenous and traditional management practices** that have always aimed to sustain the land and maintain harmony between its human stewards and the rest of the biosphere. This more collaborative approach is the opposite of the exploitive approach associated with today's conventional industrial model.



Partners

HUMANA

Founded in 1998, **Humana People to People Italia** is an independent and secular international humanitarian cooperation organization that finds its foundation in the concepts of solidarity and sustainability. For twenty years Humana Italia, member of the Federation Humana People to People present in 45 countries, has been implementing medium-long-term programs to enable people in the communities of the Global South with whom it works to build a better future through training and the acquisition of new skills.

Humana Italia recovers clothes that are no longer worn, giving them a second life through reuse and recycling and generating environmental and social benefits boasting over 5,600 collection containers in 1,200 Italian municipalities.

Candiani PCR Program: Humana is responsible for the collection, pre-processing, and preparation (removal of zippers/buttons/patches) of garments.



HUMANA
PICCOLI GESTI CHE TRASFORMANO IL MONDO

**Candiani and Humana are working in exclusivity for recycling of denim in Italy.*



FILATURA ASTRO

Filatura Astro has been manufacturing over the last sixty years regenerated yarns obtained from pre-dyed cotton and wool scraps sorted by color. Since are already pre-dyed, re-dyeing is not necessary. The environmental benefit due to the saving on water energy and chemical products is significant. Thanks to this valuable process the scraps material that otherwise would be destined to retting with a negative environmental impact can be recycled and reused.

Candiani PCR Program: Filatura Astro is responsible for shredding the pre-processed garments from Humana and spinning these remnants into yarns.

Positive impact

What makes Candiani's PCR Program unique?

PROXIMITY

The entire process takes place within 60km allowing for the reduction of the supply chain's carbon footprint.

TRACEABILITY

Each part of the recycling process is traceable from the collection containers (via the Humana Platform), to the shredding and spinning at Filatura Astro, to the fabric production at Candiani.

CIRCULARITY

A smart solution to the fashion industry's number 1 problem, turning garment waste into premium Denim fabric.

QUALITY

Candiani's PCR Denim gets its superior quality from a perfect blend of our **Blue Seed Cotton** and mechanically recycled cotton offering increased strength, durability, and exceptional hand feel.





FAB RIC S



RR 7228 RG

76% Regenagri Certified Cotton
24% Post Consumer Recycled Cotton

This fabric has a 3x1 Right Hand Twill with an open weave construction. Made with regenagri® cotton, it features a weft woven with **Post Consumer Recycled Cotton and regenagri® Certified Blue Seed Cotton**

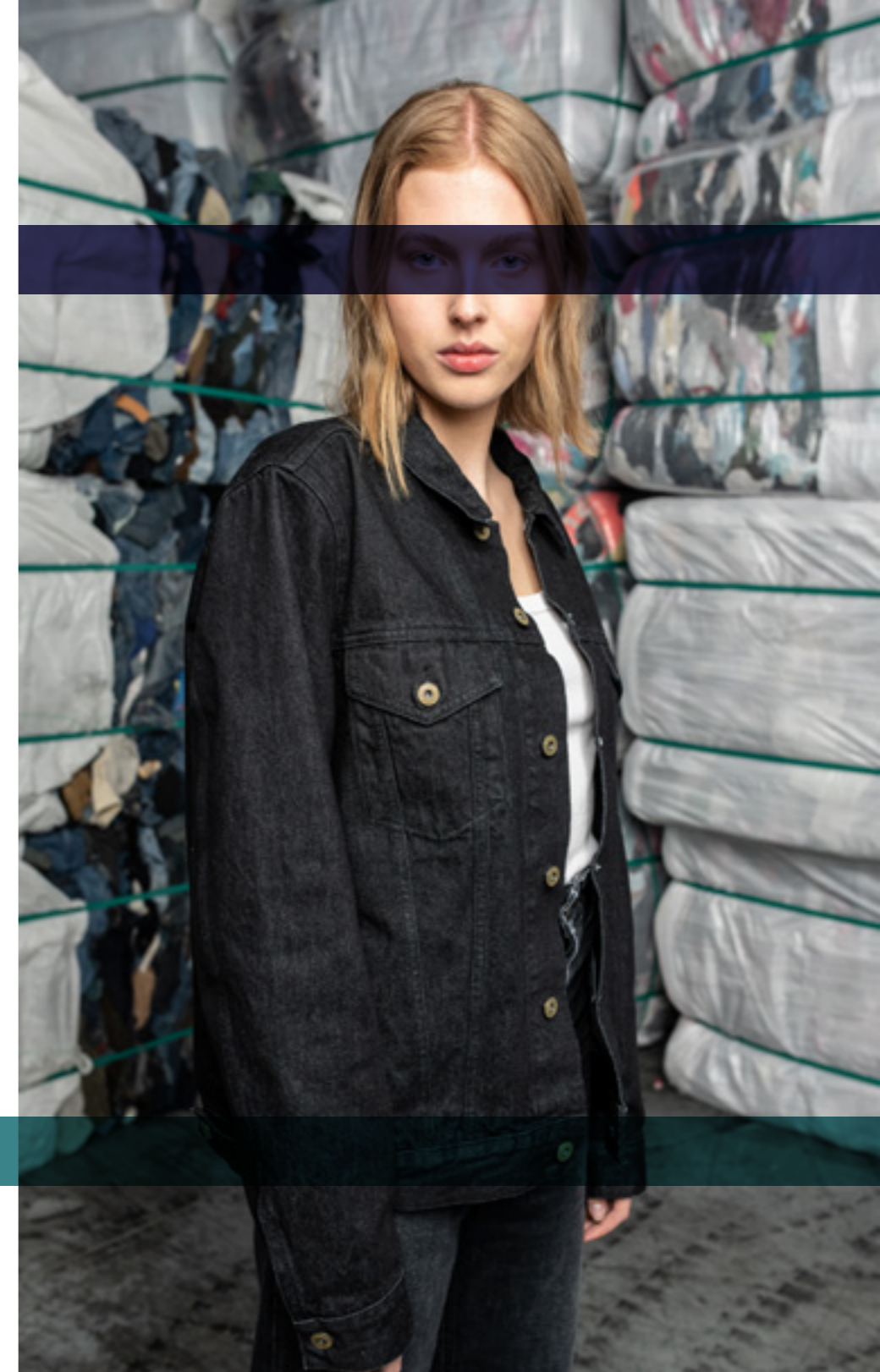
As this fabric has a marked salt and pepper effect, it has the most authentic denim look in our PCR collection.

RR 7229

76% Organic Cotton
24% Post Consumer Recycled Cotton

This fabric has a 3x1 Right Hand Twill with an open weave construction. Made with organic cotton, it features a weft woven with **Post Consumer Recycled Cotton and Organic Blue Seed Cotton**

As this fabric has a marked salt and pepper effect, it has the most authentic denim look in our PCR collection.



RR 7228 RG

DATASHEET



RR 7228 RG SIOUX GRAND CRU

The Sioux color is extremely versatile and boasts a medium-dark Indigo shade with a red cast. The Grand Cru finishing confers an authentic denim look.

Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
13 Oz/yd²

Washed Weight:
13 Oz/yd²

Special Features :



RR 7229 SIOUX GRAND CRU

The Sioux color is extremely versatile and boasts a medium-dark Indigo shade with a red cast. The Grand Cru finishing confers an authentic denim look.

Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
12 3/4 Oz/yd²

Washed Weight:
13 Oz/yd²

Special Features :



RR 7229

RR 7228 RG
JLC
GRAND CRU

The JLC color is extremely versatile and boasts a dark Indigo shade with a grey cast. The Grand Cru finishing confers an authentic denim look.

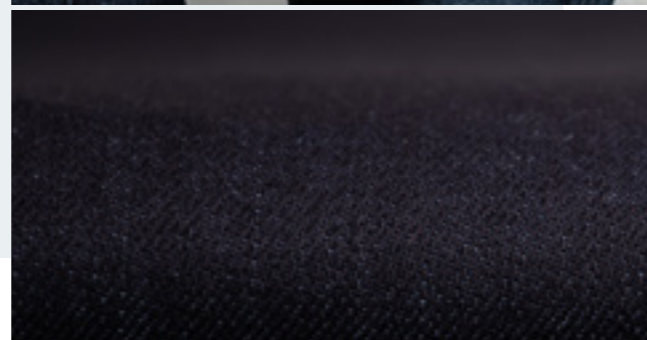
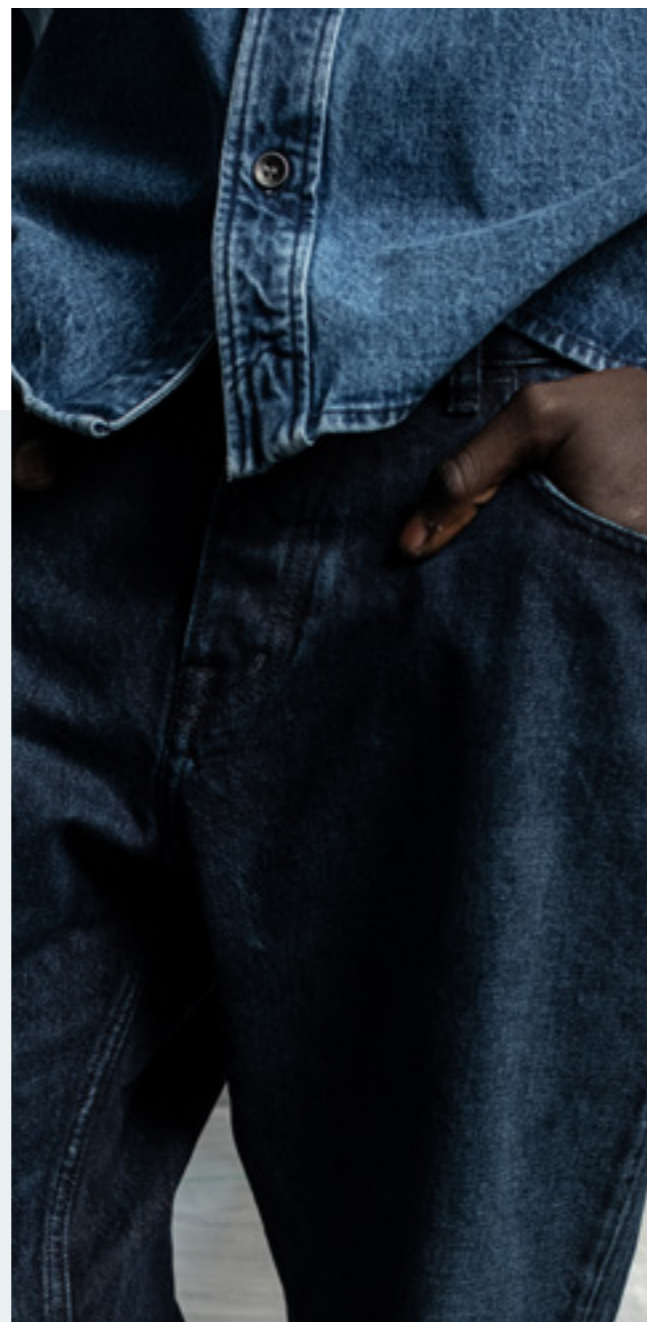
Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
13 Oz/yd²

Washed Weight:
13 Oz/yd²

Special Features :



RR 7229
JLC
GRAND CRU

The JLC color is extremely versatile and boasts a dark Indigo shade with a grey cast. The Grand Cru finishing confers an authentic denim look.

Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
13 1/4 Oz/yd²

Washed Weight:
12 3/4 Oz/yd²

Special Features :



**RR 7228 RG
PLATINO
GRAND CRU**

The Platino color is an extremely versatile super dark blue/black shade. The Grand Cru finishing confers an authentic denim look.



Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
13 Oz/yd²

Washed Weight:
13 Oz/yd²

Special Features :



regenagri® Cotton



Post Consumer Recycled Cotton



regenagri® Blue Seed Cotton



EarthColors®



V-Sizing

**RR 7229
PLATINO
GRAND CRU**

The Platino color is an extremely versatile super dark blue/black shade. The Grand Cru finishing confers an authentic denim look.

Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
12 ¾ Oz/yd²

Washed Weight:
13 Oz/yd²

Special Features :



Organic Cotton



Post Consumer Recycled Cotton



Organic Blue Seed Cotton



EarthColors®



V-Sizing



RR 7228 RG
UNIVERSE
GRAND CRU

The Universe color is a black sulfur color that fades to grey after washing. The Grand Cru finishing confers an authentic denim look.

Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
13 Oz/yd²

Washed Weight:
13 Oz/yd²

Special Features :



regenagri® Cotton



Post Consumer Recycled Cotton



regenagri® Blue Seed Cotton



V-Sizing

RR 7229
UNIVERSE
GRAND CRU

The Universe color is a black sulfur color that fades to grey after washing. The Grand Cru finishing confers an authentic denim look.

Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
12 3/4 Oz/yd²

Washed Weight:
13 Oz/yd²

Special Features :



Organic Cotton



Post Consumer Recycled Cotton



Organic Blue Seed Cotton



V-Sizing



RR 7228 RG
ECRU
GRAND CRU

Ecrú is the natural beige color of cotton. The Grand Cru finishing confers an authentic denim look.



Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
13 1/2 Oz/yd²

Washed Weight:
12 3/4 Oz/yd²

Special Features :



regenagri® Cotton



Post Consumer Recycled Cotton



regenagri® Blue Seed Cotton



V-Sizing

RR 7229
ECRU
GRAND CRU

Ecrú is the natural beige color of cotton. The Grand Cru finishing confers an authentic denim look.

Technical Specs :

% Stretch:
Rigid

Unwashed Weight:
13 1/2 Oz/yd²

Washed Weight:
12 3/4 Oz/yd²

Special Features :



Organic Cotton



Post Consumer Recycled Cotton



Organic Blue Seed Cotton



V-Sizing

MADE IN MILAN
ITALY
SINCE 1938

Candiani

DENIM