



brand clinic guide

employee crash course



At tentree, our goal is to become the most environmentally progressive brand on the planet. We don't want to just reduce the negative impact of the apparel industry, we want to use it as a vehicle for change. Our purpose is to revitalize our environment and inspire a generation to believe that they can do the same.

Our Goal

To plant 1 billion trees by 2030.

Our 4 Core Values

Planting

- Trees are the life-bearers of the planet, so we plant ten trees for every item purchased.

Communities

- Through tree planting, we provide food, education, shelter and overall prosperity to local communities.

Ecosystems

- By planting more trees, and using sustainable and natural materials, we help offset carbon dioxide, preserve wildlife habitats and maintain healthy waterways and food sources.

Manufacturing

- We are committed to ethically responsible manufacturing process through fair wages and labour standards.
- We design with sustainability in mind, and use recycled or sustainably sourced materials to lessen our impact on the environment. We push our factories to find solutions to re-purpose waste.



Why and How?

- We have partnered with not-for-profits across the planet (Eden Reforestation, American Forests, Plant with Purpose, Trees for the Future) to ensure tentree has a truly global footprint, and can identify the regions that will benefit most from our planting.
- We pick projects in deforested areas that not only have an ecological impact but also impact the lives of the locals. These areas can include communities stricken with high rates of poverty and struggling to access resources.
- e.g.: *Madagascar* is an island located off the coast of Africa and has one of the fastest growing population in Africa. Its uniquely biodiverse ecosystem has been greatly impacted by deforestation making way for farmlands, wood resources and building villages. We employ local villagers to have the ability to provide income for their families and also educate them so they can be self sustainable once the projects are over.

Fabrics and Materials



Our cork is harvested from cork trees by stripping the bark. This is good for cork trees and actually increases their lifespan. Cork is used instead of leather on our patches, drawcords, zipper pulls and various trims.



We use coconut buttons made from a natural byproduct material and help prevent traditional plastic buttons from inevitably ending up in a landfill.



Recycled Polyester is made from recycled bottles or PET that would otherwise go into landfills.



Organic Cotton grows without any harsh chemicals or pesticides.



Hemp is one of the most sustainable natural fibres, grown without the use of any pesticides or herbicides. Hemp is hypoallergenic, anti-microbial, and breathable.



TENCEL™ is made from sustainably harvested eucalyptus and is processed into a fiber using non-toxic solvents that are able to be recycled in a closed loop process also reducing water wastage. TENCEL™ can be found in our signature tri-blend tees: TENCEL™, recycle polyester and organic cotton.



Modal is a bio-based fibre that is made by spinning reconstituted cellulose from beechwood trees.



REPREVE® is an innovative fiber made from recycled plastic bottles. REPREVE® offsets using new petroleum, emitting fewer greenhouse gases, and conserving water and energy in the process.

Factories

We ensure that our environmental footprint is minimized throughout the supply chain by only working with factories that can source product from the local region. We are proud to manufacture our products out of Asia as that's where most of our material and fabric are sourced from.

We only work with socially and environmentally responsible factories that are WRAP or BSCI approved, agree to yearly unannounced audits, and abide by our code of ethics.



Tex Fortis, Bangladesh, India

- *Worldwide Responsible Accredited Production* or WRAP certified factories are subject to 12 guiding principles that ensure fair labour and environmental practices.
- *Business Social Compliance Initiative*. BSCI is a leading supply chain management system that supports companies to drive social compliance and improvements within the factories and farms in their global supply chains.