



mbw®

SEAQUAL  
INITIATIVE



**FULLY PRINTED  
ACCESSORIES MADE OF  
SEAQUAL® YARN**

WE MAKE  
YOUR STYLE

# ALL-OVER-PRINT



**Print your statement in photo-realistic  
digital print now!**

Regarding the choice of the motif (almost) everything is possible.

All-over print describes the printing of textiles over the entire surface. In comparison to other printing methods, all-over print can be printed borderless - from seam to seam. The material is first printed and afterwards cut and sewn together.

**Perfect for replicating corporate clothing,  
sports jerseys, merchandise or leisure wear.**

With this technique, even very eye-catching motifs and complex designs can be printed photorealistcally and over a wide area. Particularly for advertising purposes, the all-over print offers a great possibility to attract attention over large printed areas and to reproduce in detail, for example, company clothing or the jersey.



## The advantages



### MAXIMUM CUSTOMIZATION

Create your own design, free from print areas and colour restrictions.



### RECYCLED MATERIAL

The base material is mostly recycled plastic – including Upcycled Marine Plastic from the world's oceans. Sustainable and environmentally friendly



### QUALITY MADE IN GERMANY

The accessories are made to the highest standards in Germany.



### FAST & EASY – ALREADY FROM 50 PIECE

Don't be afraid of large purchase quantities – the accessories in your own design are already available from an order quantity of 50 pieces.



## And this is how it works:

The different print areas of the accessories can be created as you like. The dimensions for the individual areas can be found in our print data sheets, which we will be happy to provide on request.

**It's even easier:** Use our graphics service. Simply send us a short description or a photo from the internet, which roughly describes your ideas.

We will place your print data accordingly on the patterns and you will receive a free digital template for approval. A proof sample is possible on request.



# SEAQUAL® YARN:

## High-tech yarn from marine litter

We have joined the global community of the SEAQUAL INITIATIVE and are offering products made from SEAQUAL YARN® for the first time with our all-over printed accessories.



**But how is plastic in the oceans turned into printed accessories for our MiniFeet® cuddly toys?**

**The process is as follows:**

The litter is collected, shredded and processed into flakes, which are then turned into pellets. These are processed into a durable yarn, which can be coloured as part of the conventional production steps.

**The accessories for all-over print are made of:**

- 41 % SEAQUAL® YARN
- 41 % Recycled polyester
- 18 % Elastan



# TOGETHER FOR A CLEAN OCEAN



**It is estimated that 8 to 12 million tons of garbage end up in the oceans every year, 80% of it sinking to the ocean floor.**

This type of pollution is getting worse and is threatening to get out of control. These masses of trash not only threaten marine animals and destroy natural livelihoods. The microplastics released also accumulate in the food chain - with unforeseeable consequences for humans. **We must do something about this!**

*„SEAQUAL INITIATIVE works with NGOs, fishermen, authorities and local communities to help clean our oceans. Marine litter from our beaches, ocean floor and surface, rivers and estuaries, is collected by clean-up programs. It is then sorted into different material types and the plastic portion is cleaned and transformed into Upcycled Marine Plastic.*

*Environmentally conscious brands and manufacturers then transform this new, fully-traceable raw material into inspiring sustainable products for every aspect of our lives. Consumer purchasing power is one of the most powerful tools for change. In choosing products containing Upcycled Marine Plastic, you are helping to clean our oceans. TOGETHER FOR A CLEAN OCEAN.“*





# Sustainability at mbw®

Climate change is probably the biggest challenge of all time that we face as a global society. Each of us leaves a carbon footprint, individuals as well as companies.

In order to minimise our ecological footprint we are constantly optimising processes, using sustainable materials and reducing emissions.

We are replacing the individual packaging of our squeaky ducks step by step by environmentally friendly paper bags. They substitute the compostable polybags that were previously used.



We have already completely eliminated single packaging for around 40% of our products.

## Using innovative materials:

The number of items made of natural or recycled materials is constantly growing. They are enjoying great popularity thanks to the sustainable material and lovely design.

Discover our cuddly toys made of 100% recycled PET bottles – as well as our natural rubber ducks made from a natural and renewable raw material.



You will find further projects and topics on our website:

[www.mbw.sh](http://www.mbw.sh)