



recycled by **wille**

We are a Swedish company that is the best at recycled
textile products for the home.





Jan Franck - owner & CEO

OUR STORY

**"There is a lot of talk about recycling,
but few can do it like we do."**

On an autumn day in 2012, work began on trying to develop a new manufacturing process that could recycle as much as possible of textile waste from other company's productions.

With the help of two engineers and students, after 7 years of work we are now able to produce, with the help of our long-standing colleagues and supplier in India, new interior textiles from 99% recycled material.

What we offer

Products from recycled textiles

We manufacture products from fabric waste from other's productions in India in a wide selection of colors and patterns.

Quality at a good price

We have consistently good quality with competitive prices.

Production with social responsibility

We guarantee ethical working conditions for our employees in production.





WHY RECYCLED?

Consumers are becoming increasingly aware.

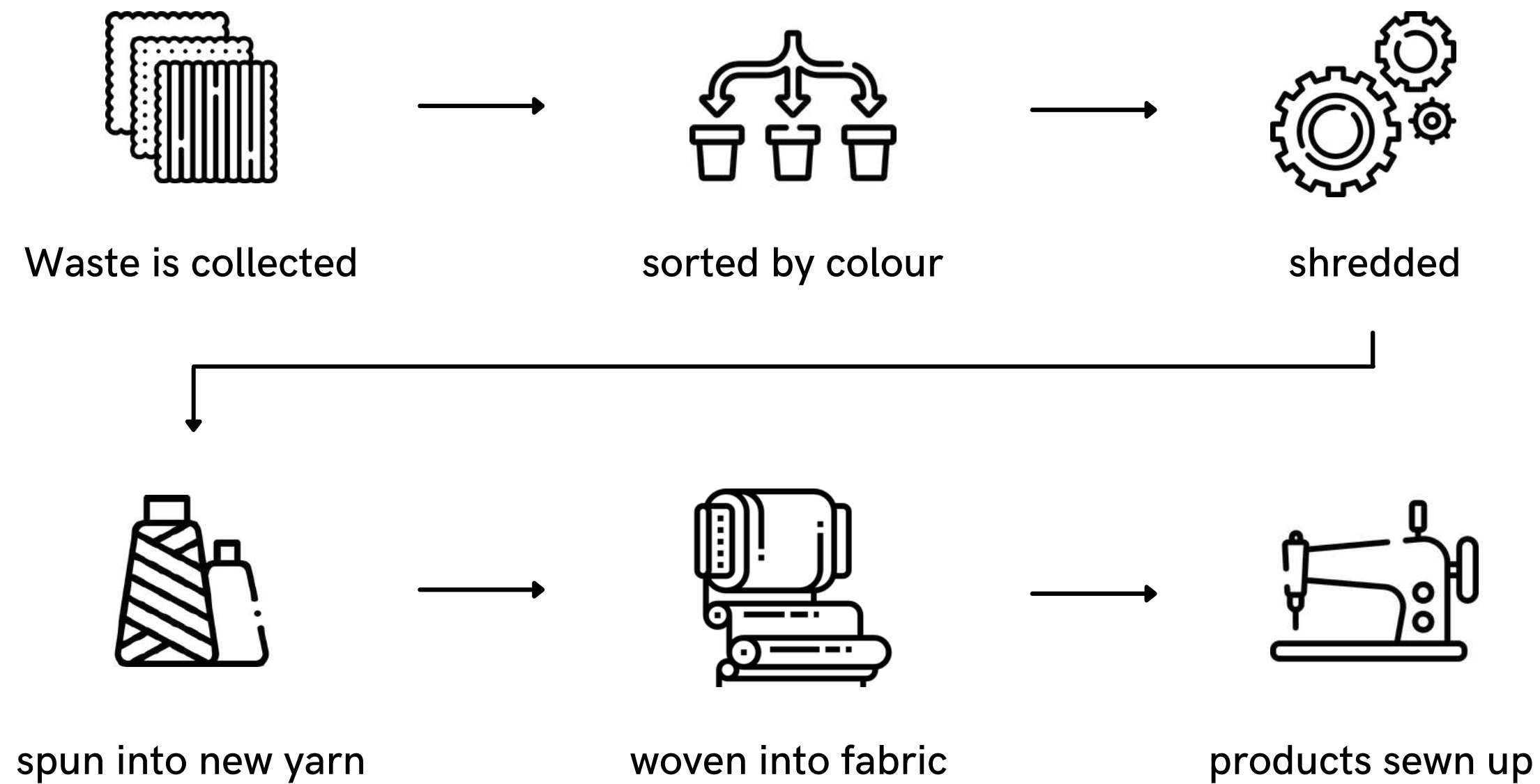
According to the Global Sustainability Study 2021* study in 2021, for 58 percent of consumers, sustainability is a relatively to very important purchase criterion.

Companies also have a responsibility.

We think it is not only up to politicians and consumers to take responsibility for a green transition, but also companies. All parts of society need to be involved in order for us to have an influence.

*About the study: The Global Sustainability Study 2021 was conducted in July 2021 by Simon-Kucher & Partners.

How does the recycling work?



OUR PRODUCTION WITH RECYCLED TEXTILES VS WITH NEWLY MANUFACTURED TEXTILES

50% less water.

30% less energy.

No added dyes or chemicals.



**We save
225 000 liters
of water per day.**

As much water as 1,607 Swedes
use of every day.

Certifications

We want all our textiles to be manufactured as environmentally friendly as possible and we strive to always be at the forefront of environmental considerations.

With a long-term and close collaboration with both father and then son at the factory in India, we have the opportunity to influence both manufacturing and the working environment.

The factory is also certified with SEDEX and BSCI, and our various textiles are certified with GRS and Oeko-Tex.





Oeko-Tex® 100

Oeko-Tex® 100 is a worldwide health label for textile raw materials and end products. The certification guarantees that the finished product does not cause allergic problems or other health problems.



Global Recycling Standard (GRS)

The Global Recycling Standard (GRS) is used as a tool and label for companies to check the quality, standard and quantity of recycled material of what they buy from, for example, a factory. It is also a label to ensure correct and honest communication for the consumer.



Supplier Ethical Data Exchange (SEDEX)

Supplier Ethical Data Exchange (SEDEX) is a non-profit membership organization that aims to drive improvements for responsible and ethical business practices in global supply chains. Sedex is also an online database used by more than 50,000 members in over 150 countries, enabling companies to store and display data on ethical and responsible business practices.



Business Social Compliance Initiative

The Business Social Compliance Initiative (BSCI), is a European cooperation initiative for companies that want to improve working conditions in the global supply chain. It means a guarantee for ethical working conditions for workers and a code of conduct "the BSCI Code of Conduct" which contains certain rules for water, air and chemicals.

OUR RANGE

99% recycled material.

Recycled packaging.

Hundreds of patterns and
colorways.



Kitchen

This is just a small selection of all the designs and colourways.



Aprons



Oven gloves



Pot holders



Tea towels



Present sets



Childrens aprons





**We use rags
from circa
35 t-shirts
to make one
tea towel.**

Table setting

This is just a small selection of all the designs and colourways.



Napkins



Place mats and runner

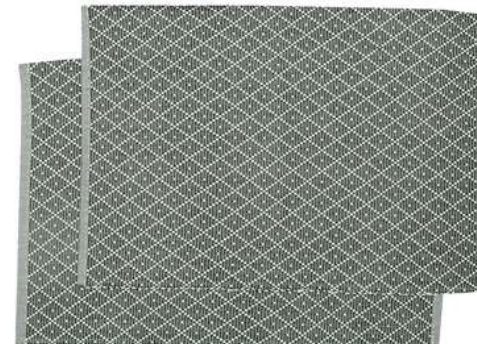
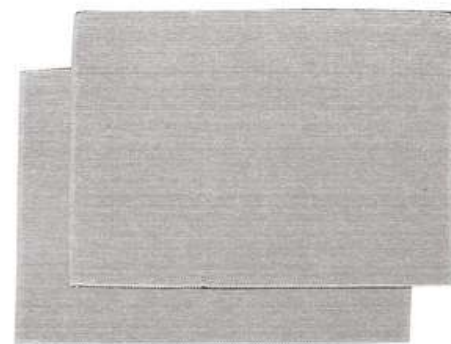
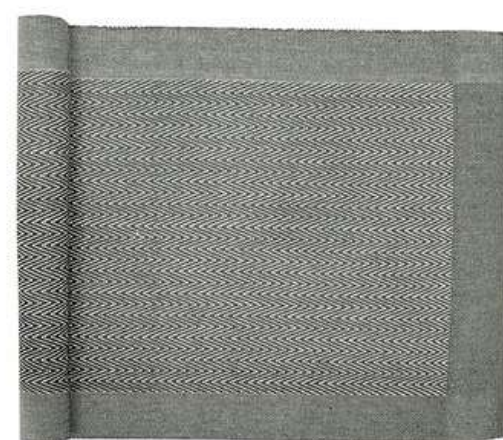


Table cloths



Cushion covers and blankets

This is just a small selection of all the designs and colourways.



Cushion covers



Blankets



Bedroom

This is just a small selection of all the designs and colourways.



Bed sets



Throws & bedspreads



Bathrobes



Outdoor and rugs

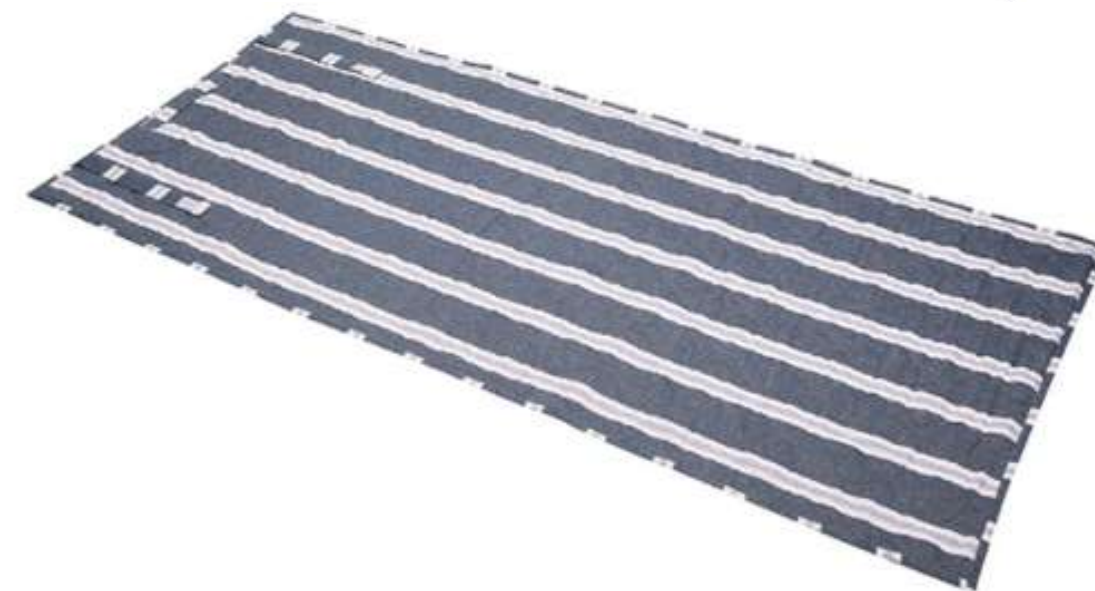
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Rugs



Beach mattresses



Tote bags



Shipping & packaging

Free shipping limit

We cover shipping costs for all orders over 500 €

No more than necessary

We have a minimalist approach to our packaging.
No unnecessary extra layers of plastic, just what is needed to keep it safe in transit and easy to handle for our resellers.



Recycling is the future.

Everything we do creates rings on the water.
The more we take responsibility and make better choices already today,
the greater the effect tomorrow.





CONTACT US

+46 8-12 13 40 00

contact@bywille.se

www.recycledbywille.se

Wasa Ecotextil AB - Hertig Karls Allé 8, 647 32 Mariefred, Sweden



recycled by **wille**

Tomorrow, **today.**