

SOBI ECO CONTEXT

Started as an NGO to transform our society, sobi.eco aims to create innovative projects with social and ecological dimension. It was founded in 2017 as a CSO gathering experts from different fields in order to deliver well-designed products from recycled materials and green jobs to vulnerable groups. The role of Sobi is in innovative design solutions, creating unique partnerships among NGOs and the business sector, maintaining the quality of all products and sustainable activities, through marketing and sales raising social and ecological awareness in the society. This approach is barely applied in the region where Sobi started to operate. Their products include, bags and fashion accessories, laptop sleeves and transport cases for belongings, guards, which are offered to the general public, corporations and enterprises with a strong accent on sustainability and CSR activities. The main materials that the company recovers and revalues are unused textile and PET bottles.

The average lifetime of a piece of clothing is only about 3 years. Then it becomes either not wearable, not fashionable, loses its color or we can find many other reasons why not to wear it any more. Unwanted garments are often passed on to friends and family, donated to charities and NGOs, or are returned to retailers as part of take back programs. However, only 0.1% of these donated or returned garments are recycled into new textile fiber. Most of these clothes will end up in landfills where they pollute and create an unsanitary environment. While up to 95% of those textiles could be recycled. Sobi.eco is an ethical and ecological brand created in cooperation with a fashion designer mayamay. Their products are made from recycled textile waste and used plastic bottles.

THE IMPLEMENTATION

Product design is created internally by the founders. Technology for the textile recycling is outsourced, sobi-eco collects the recycled textile and used plastic PET bottles is used as an additive into the shredded non-woven recycled fabric pressed into the pre-fabricates for further processing. For the production, the brand uses old textiles, from old t-shirts, sweatshirts to jeans or socks, which are first cleaned. The material is collected and prepared in Slovakia and the Czech Republic. It comes from various collection points and when there is enough, it is sent to the Czech Republic for processing. It is in the Czech Republic that there are huge mechanisms that tear the textiles and prepare them for pressing. Subsequently, by needling, the fibers are joined together and pressed to the required thickness.

The Sobi.eco brand works with non-woven recycled fabric, which is very strong. However, textiles are also produced in this way, which have a weak load-bearing capacity and are intended more for insulation or reinforcement. Textiles that are degraded and cannot be donated further can be processed in this way.

Material from recycled textiles is combined with material from recycled plastics. These are currently the two carrier materials that the brand works with. However, sometimes leftover fabrics are also involved in the production, or in the case of bow ties, which the brand linked with Emy Ondrejková's ReTie project, pieces of old ties. Their products are offered on a B2C approach and through direct sales, Online sales (e-shop), Exhibitions, Social media

IMPACT CREATED

The textile industry is the second dirtiest and often associated with unethical work. Sobi.eco wants to show that it can be done in another way. Ecologically and ethically. That's why a brand was created through which people want to point out the need to take care of the environment and other people. The products are made from recycled textiles and plastics, as we have already mentioned, and disadvantaged people in Slovakia are involved in their production. Be it health, social or in regions with more difficult access to work.

A brand may not save the world, but it can educate. *"We want to inspire others, companies and individuals, to remember our mother earth in their activities, so that we can protect it together for future generations. Each one of us influences the events. Even small decisions, whether I buy something or not, can make a big difference. After all, drop by drop makes the sea. Even if they are small, the joint work is big,"* says Alena.

MORE INFORMATION

- Website: <https://sobi.eco/sk/shop-2/>
- Pictures:





Videos:

<https://www.youtube.com/channel/UCNpVGjaXVw8kFNgUqbm-OqA>

Social Media

Facebook: <https://www.facebook.com/sobi.eco/>

LinkedIn: <https://www.linkedin.com/company/sobieco/>

Instagram: <https://www.instagram.com/sobieco/>

YouTube: <https://www.youtube.com/channel/UCNpVGjaXVw8kFNgUqbm-OqA>

ref:

<https://www.startitup.sk/slovaci-vdychuju-textilnemu-odpadu-novy-zivot-z-nehceneho-obleceniavyrabaju-ruska-a-tym-sa-to-nekonci/>