

Recycled clothing, fresh ideas.

Using a range of print techniques we ensure that your personalised product is always of the very highest quality.

Our range of recycled clothing now makes it even easier to reduce your carbon footprint. While having fun!



PRINTED IN GUERNSEY

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GREAT LOOKING CLOTHES THAT ARE KIND TO THE PLANET



BY STUART TROALIC, PRODUCTION MANAGER AT PRINTED IN GUERNSEY

It's an exciting time for the printing industry! As I have commented in previous articles, branded clothing is a powerful marketing weapon for businesses, clubs and causes, and we have some amazing, innovative processes to help your stakeholders promote your organisation in an attractive, effective and eco-friendly manner.

In 2024, more and more companies are focusing on their carbon footprint. Not only is it a good idea to avoid shipping products from the other side of the world and keep it local, but ensuring the materials you use are sustainable makes perfect sense too.

In a world where consumer choices increasingly influence the future of our planet, ethical and sustainable practices have become paramount. It's not just about the actual fashion anymore – it's the material and its effect on the environment that is just as important.

2024 marks a pivotal year where conscious fashion takes centre stage and Printed in Guernsey is well-positioned to offer a large range of environmentally friendly clothing for personalisation.

Technology is a wonderful enabler in this field and our investment in machinery, which makes the printing process easier and faster, is good news for customers and for the planet. Alongside our embroidery machines we have recently installed a new press that, rather than produce vinyls for hand weeding (you throw away the bit you don't want to print), we can now print our own 'transfers'. This new technique is much quicker and has shown us some amazing results in colour reproduction and finish.

But, in this age of recycling and re-using, a very exciting part of the process is the material available to us. We have all read the horror stories of plastic waste clogging our oceans and killing our wildlife; well, this process is a very big step in the right direction, making a significant step in cleaning up the planet. These materials for making clothing are made from pre-consumer and post-consumer waste materials like discarded textiles, fibres, other synthetic materials and in many cases – old water bottles!

Rather than being discarded they are collected, processed and spun into new yarns, and are a great way to reduce waste and environmental impact as

they require less energy and water to produce than virgin materials and can actually help to extend the life of clothing. Take, for example, our new range of recycled t-shirts, each made from nine 550ml plastic bottles. These shirts are made to the highest quality and feature Oeko-Tex certification.

The process is simple. Used plastic bottles and waste are collected then shredded into flakes. These flakes are then processed further to create fibre (it looks like raw cotton) – these fibres are then spun in the conventional way to produce yarn that is then knitted or woven into fabric.

This new range uses Oeko-Tex certified fabrics which are completely free from harmful chemicals and safe for human use. To attain Oeko-Tex Standard 100 certification, the fabric has been tested and certified to be free from harmful levels of more than 100 substances known to be detrimental to human health.

Of course, there are other ranges of basic-level low price clothing available. But if you want to ensure that you are buying with the next generation in mind, make sure you ask us about the ranges at Printed in Guernsey.

And while you are on the phone, ask us about our functional products. For example, we can source shirts that offer sun protection, clothing that is made from insect bite-proof fabric and a great range of reflective and safety clothing.

So by sourcing your branded clothing from Printed in Guernsey, you can contribute to the fight against global warming by choosing innovative and sustainable products with pin-sharp imagery and logos to promote your brand. It's a 'win – win' for your company and for the planet.

For more information, please visit our website at www.printedinguernsey.com or call us on 01481 259188.

