



ION PRESS RELEASE SEPTEMBER 2020

CORE BOARD BAGS SS 21



DON'T TURN LINEUPS INTO LANDFILLS

The global plastic facts are terrifying. In 2018 about 359 million tons of plastic were produced. That is more than the weight of the entire humanity on earth. Every 10-12 years plastic production doubles while only 13% is currently recycled.*

ION sees it as a responsibility to minimize the ecological footprint and takes action in all business areas. ION contributes to this overall mission by processing material waste, reducing printing materials and extending the entire product life cycle by developing high-quality accessories designed for long-term use.

For the all-new Core Boardbag collection ION partnered up with Waste2Wear. The result is that all board bags on Core level feature recycled materials from season SS21 on.



Fabrics by:

Waste2Wear®
INNOVATIVE TEXTILES FROM RECYCLED PLASTICS

* Waste2Wear Environmental Impact Report ION 2020



THE FABRICS OF WASTE2WEAR ARE MADE OF 100% RECYCLED PET NYLON. HOW DO PLASTIC BOTTLES BECOME NEW FABRICS?



1. BOTTLES

Post consumer bottles are collected from different locations around the world.



2. FLAKES

The bottles are washed and shredded into small flakes after removing labels and caps.



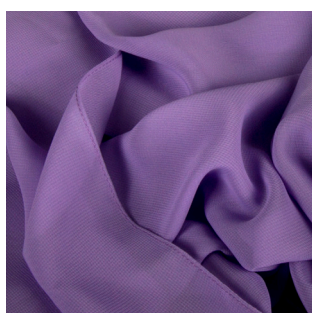
3. PELLETS

The flakes are melted and filtered to remove any remaining impurities and then formed into pellets.



4. YARN

The pellets are melted again and extruded through micro-holes to make strands of yarn.



5. FABRIC

The yarns can then be woven or knitted into fabrics that can also be mixed with natural fabrics like cotton.

By using recycled fabrics on all Core boardbags ION achieves these environmental savings:

1. Water used by a human in 4.4 years
2. CO2 absorbed by a tree in 1279 years
3. Energy a light bulb needs to run for 225 years
4. Bottles to fill 3.097 shipping containers



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ABOUT ION

We develop gear for surfers and bikers who are constantly pushing the limits, experience nature and feeling its force.