

WHEN WE STARTED UNITED BY BLUE SEVEN YEARS AGO, we chose to focus our efforts on ocean and waterway pollution as we knew that it was an issue in much need of attention — while water makes up over 70% of our earth's surface, we're steadily filling this precious resource with trash and causing irreparable harm to the planet. Motivated by our mission to pick up a pound of waste for every product sold, I am both thrilled and humbled to announce that we've now removed over 1 million pounds of trash from our earth's oceans and waterways.

Despite our accomplishments, the issue of garbage in our world's waters has never been more profound. Every day, millions of pounds of trash wind up in rivers and oceans across the world. The reasons for this are vast and varied, but the primary contributing factor is a fundamental flaw in how we, as people, use and dispose of things. There is a gap in knowledge between what we buy, how it's made, and where it goes once we are done with it. This puts us all at fault. None of us can truly say that we don't contribute to ocean pollution as we all in some way, shape, or form consume goods that may, one day, wind up in our oceans.

In the last year of running and growing UBB, I've seen that it's more essential than ever for private enterprises to take on long-term sustainability efforts. It's just not enough to rely on laws and regulations to heal our planet, especially in the current political climate (regardless of partisanship). The success of a business like United By Blue is not held back by policy, and therefore we're more agile and adept at changing consumer behavior for the betterment of the planet. Our growth and accomplishments will only give rise to more businesses built on sustainability. In this way, the commercialism of sustainability is a positive force for good.

In summary, we must get to a point in the not-too-distant future where the general disregard for our planet's health will be outpaced by our collective sustainability efforts. Cooperation is key: We must do it together or we won't be able to accomplish anything of meaning. We invite you to join us in our ocean and waterway conservation efforts. Ensure all polybags used for products are recycled, switch to a renewable energy source, join us for one of our regularly scheduled cleanups across the country. We look forward to making a collective effort with industry peers like you.

Our Spring/Summer 2018 line is a reflection of our love for our world's oceans and waterways. We are excited to introduce women's boardshorts as well as an expanded line of graphics in new silhouettes — perfect for taking you from the canoe to the cabin to the coffeshop.

Enjoy reviewing the line, and I hope to see you at a cleanup!



BRIAN LINTON
FOUNDER, UNITED BY BLUE



1,000,000 POUNDS

For every product sold, United By Blue removes one pound of trash from the earth's oceans and waterways through company-organized cleanups.

Instead of writing checks or accepting donations, we leverage our resources to personally pick up and properly dispose of waste along rivers, streams, creeks, and beaches.

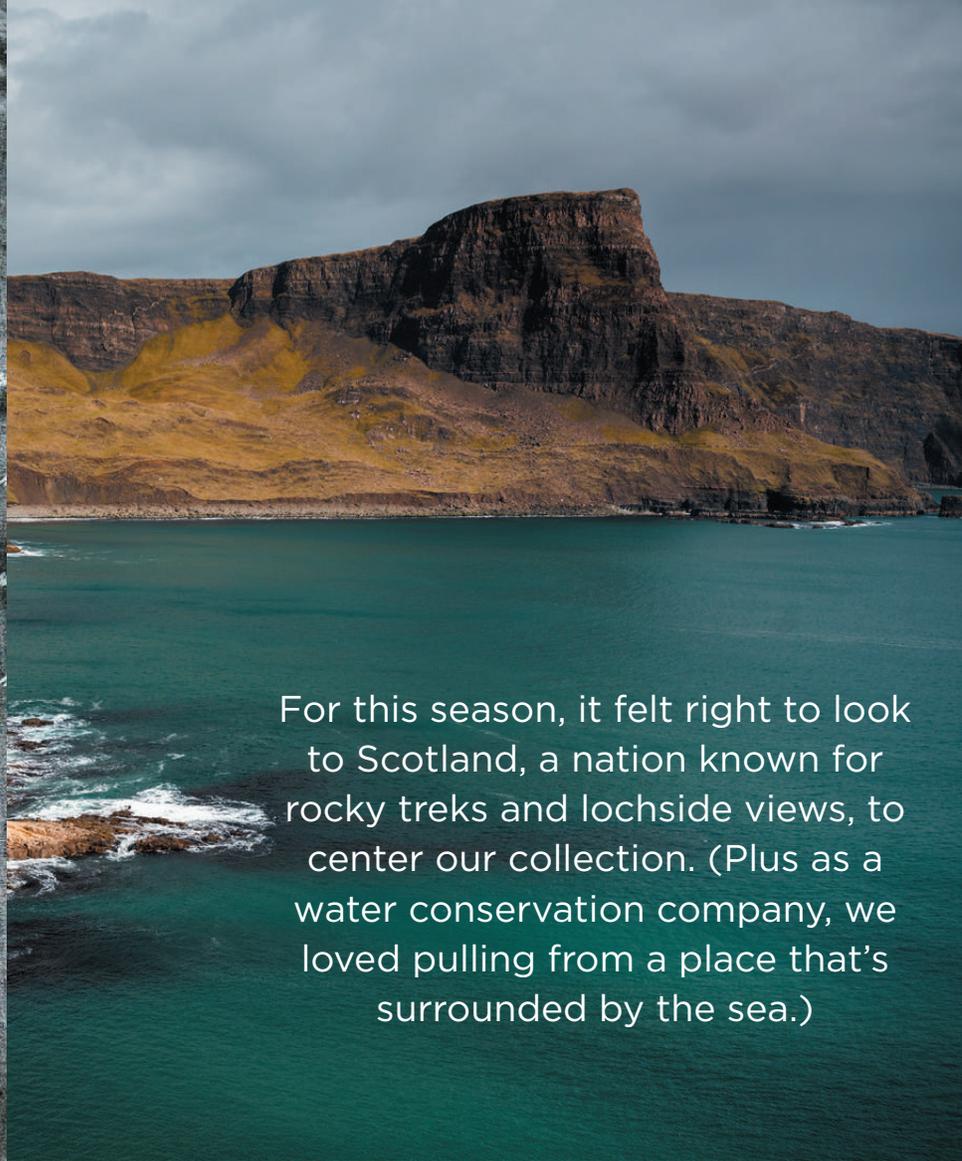
We picked up our millionth pound of trash in 2017, soon after we kicked off our eighth cleanup season. But we're far from done. Each year, 8 million tons of plastic waste enter our oceans and wreak havoc on our ecosystem.

Join the [#bluemovement](#)





MEN'S MOUNTAIN PRINT BUTTON DOWN



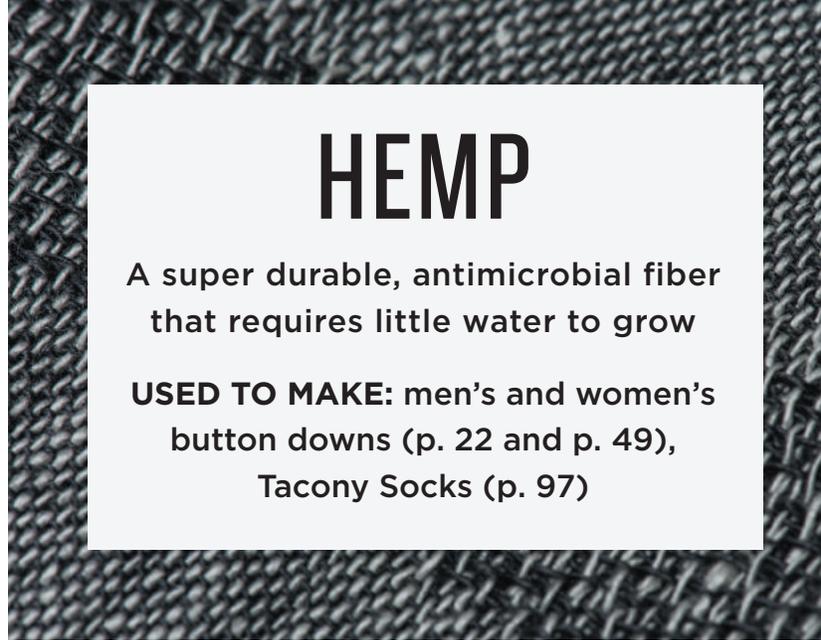
For this season, it felt right to look to Scotland, a nation known for rocky treks and lochside views, to center our collection. (Plus as a water conservation company, we loved pulling from a place that's surrounded by the sea.)



YAK

A natural fiber with high strength and breathability

USED TO MAKE: men's and women's knits (p. 18 and p. 45)



HEMP

A super durable, antimicrobial fiber that requires little water to grow

USED TO MAKE: men's and women's button downs (p. 22 and p. 49), Tacony Socks (p. 97)



MATERIALS MATTER

As purveyors of responsible, durable goods, we take the time and care to ethically source our goods and always opt for materials with minimal impact on the environment.



GOTS CERTIFIED ORGANIC COTTON

Grown without fertilizers or pesticides, which often drain into our waterways

USED TO MAKE: graphic tees (p. 11 & 37), canvas bags (p. 83), hats (p. 90)

RECYCLED POLYESTER

Recycled polyester creates new uses for waste that would otherwise be discarded & requires less energy to produce than the non-recycled versions

USED TO MAKE: The Ridgeline Collection (p. 73), men's & women's wovens (p. 23 and p. 50), men's & women's knits (p. 17 and p. 43)



COROZO BUTTONS

Carved from the Tagua nut
and 100% natural

USED TO MAKE: men's and
women's button downs (p. 20
and p. 47), men's and women's
bottoms (p. 30 and p. 55)



TENCEL

A fiber made of wood pulp, sustainably
harvested from eucalyptus trees

USED TO MAKE: men's and women's
standards (p. 18 and p. 45),
women's dresses (p. 53)

GET INVOLVED

Our cleanups are the heart and soul of our brand. We take pride in doing our own dirty work, and that's why we've organized and hosted 177 cleanups over the past 7 years. These cleanups have taken us to 26 states to remove over 1 million pounds of trash.

To learn more or see photos and videos from our cleanups, visit:
[UNITEDBYBLUE.COM/CLEANUPS](https://unitedbyblue.com/cleanups)

RETAILER CLEANUPS

We are always looking for new cleanup locations, and many of our cleanups are co-hosted with our retailers. We'll work together to find a needy waterway near your store and coordinate all of the supplies and planning. United By Blue provides online and offline support for volunteer recruitment, and your staff will invite customers and community members to the event. Co-hosted cleanups are great for community engagement, marketing, and press coverage.

Interested? Contact your rep or email
CLEANUP@UNITEDBYBLUE.COM

