



ZOGGS MAKES SIGNIFICANT CHANGES TO HELP ENVIRONMENT

It's estimated a shocking 1.4 billion pounds of rubbish enters the oceans every year. Pollution caused by plastic, microbeads and fishing nets is harming whales, sea turtles, dolphins and other marine life. [At Zoggs](#), we're passionate about the oceans and what changes we can make to protect our world for the future. We firmly believe our planet cannot wait and we need to take action now.

Swimwear made from recycled materials

From January 2019, 40% of our swimwear will be in our Ecolast™ fabric which is primarily made from ocean debris. Abandoned ghost fishing nets, carpet and industrial waste are rescued from the oceans and landfill, through the Healthy Seas - A Journey From Waste To Wear - initiative and the [ECONYL® Reclaiming Program](#). Made using 78% ECONYL® regenerated yarn and 22% LYCRA® XTRA LIFE™, our Ecolast™ fabric is soft, comfortable and 15 times more resilient to chlorine than standard swimwear fabrics. By 2020, our aim is for 75% of our UK swimwear to be made using recycled materials (60% globally).

Supporting ocean preservation

[Healthy Seas](#) is a not-for-profit initiative with a mission to protect the oceans and marine life. Working with divers, schools, NGOs and governments, Healthy Seas is responsible for the retrieval of ghost fishing nets and raising awareness of the environmental damage these nets cause. Healthy Seas collects abandoned fishing nets that are transformed by Aquafil into ECONYL® yarn, a high quality regenerated nylon used to create sustainable products.

We are donating 10% of our Ecolast™ swimwear profits to the Healthy Seas - A Journey From Waste To Wear - initiative. We'll also be joining them on other projects such as beach clean-ups, conservation events and even joining a ghost net removal dive.

Producing greener packaging

All new goggle products (produced from January 2019) will be sold in our new Trap Blister or Cardboard Window Box style packaging. This will reduce the plastic used in our goggle packaging by 57%. In addition, 80% of all packaging will include disposal or recovery labels.

With plastic bags, the largest proportion of single-use plastics, we're introducing new oxy biodegradable plastic bags to protect our swimwear. These new eco-bags safely degrade in the presence of oxygen, helping to reduce landfill volume. We're transitioning to eco-friendly hangers (fully in place for the second half of 2019) which are made from recycled post-consumer plastic waste like flower pots, toys and seeding containers. By 2020, our aim is for 100% of our packaging to be made using recycled, recyclable or degradable materials.

"We're committed to doing everything we can to help the environment. By 2020, our mission is to have 100% sustainable packaging and 60% of our swimwear made from recycled materials."

Mark Hammersley, CEO Zoggs International

NOTES TO EDITORS

About Zoggs

Leading swimwear brand Zoggs has been knocking out industry firsts since 1992. Being Aussie means we pretty much love everything to do with the water. We think the best way to fall in love with swimming is to make sure you have fun, whether you're a beachgoer, learner or lane swimmer. Available in over 50 countries, our swimwear, goggles, learning aids and training accessories are made to stand up to the Australian sun, sea and swimming pools. Because if they make the grade in Australia, we're pretty sure they'll do the same anywhere else in the world! You'll find our products for sale online, on the high street and in more sports & leisure centres than you can take a dip at.

<https://www.zoggs.com/>

Find Zoggs on [Twitter](#), [Facebook](#) and [Instagram](#)

Watch our From Waste To Wear video: <https://www.youtube.com/watch?v=IHvadYUw6WM>

About ECONYL®

The ECONYL® brand was inspired by Giulio Bonazzi, President and CEO of the Aquafil Group. He firmly believes in maximising sustainability through closed-loop manufacturing systems. Aquafil has always been very committed to sustainability and the path towards sustainability started already many years ago. Finally, in 2011 the Group was able to produce ECONYL® 100% regenerated nylon coming from waste. This vision was brought to life with the determination, dedication and ingenuity of Aquafil employees. Four years of research and development and more than €25 million were invested in order to make this dream a reality and create the ECONYL® Regeneration System.

<http://www.econyl.com/>

Find ECONYL® on [Twitter](#), [Facebook](#) and [Instagram](#)

About Healthy Seas

The mission of Healthy Seas - A Journey From Waste to Wear - initiative is to remove waste from the seas, in particular fishing nets, for the purpose of making healthier seas. The recovered fishing nets will be transformed and regenerated by Aquafil into ECONYL®, a yarn used to create new products such as swimwear. Healthy Seas is committed to marine protection and aims for sustainability, in both an environmental and an economic sense. Healthy Seas has retrieved 453 tons of fishing nets since 2013 – the equivalent of three blue whales.

<http://healthyseas.org/>

Find Healthy Seas on [Twitter](#), [Facebook](#) and [Instagram](#)

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