



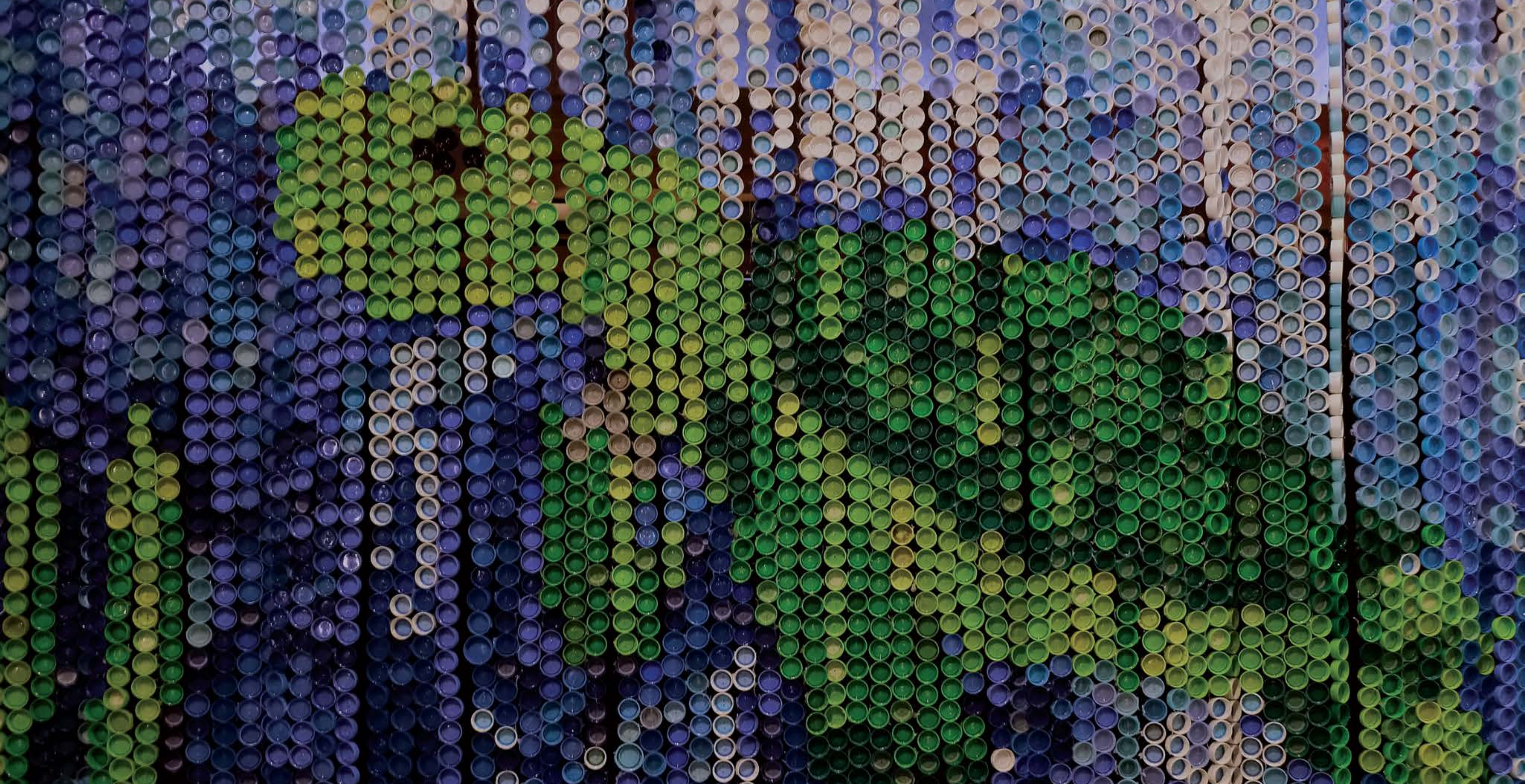




Rekoop bedding is made by recycling PET bottles into the most eco-friendly polyester fiber in the world, manufactured by Reliance Industries Limited. This fiber is blended with cotton, spun into a Chief Value Cotton yarn, woven and then processed into an ultra soft fabric. The bedding made from this fabric is truly sustainable and free of any hazardous chemicals. Molecular tagging of the recycled fiber through the CertainT platform of Applied DNA Sciences, secures source verification and complete traceability.

Well, it just came back.

REKÖÖP
RECYCLED WITH CERTAINTY





THE NEED TO RECYCLE

Plastic bottles, commonly made from Polyethylene Terephthalate (PET), typically take an average of 450 years to naturally decompose. Most plastic, with the inclusion of bottles, ends up either in the oceans or in a landfill. By 2050, it is estimated that the oceans will contain more plastic by weight than fish and that 12 billion metric tons of plastic will find a home in landfills.





Rekoop as a concept aims at using recycling as a means to make the world a happier and healthier place. Recycling lowers the demand for petroleum extraction, reduces the emission of greenhouse gases and decreases the overall carbon footprint. It also aids in landfill reduction and conservation of water, energy and the environment.

REKOOP IS SUSTAINABLE



- Recycling 1 ton of PET containers saves 7.4 cubic yards of landfill space.
- For a single pound of PET utilized, energy usage and greenhouse gas emissions are diminished by 84% and 71% respectively.
- The energy saved by recycling a single plastic bottle is enough to power a 60 watt light bulb for 6 hours.
- 90% less water is used in making recycled polyester versus virgin polyester.

“Reliance Industries Limited (RIL), the largest integrated producer of polyester fiber and yarn globally, manufactures the most eco-friendly fibers in the world. We are the only company that has created a complete circle from creation of PET resin for making bottles, collection of discarded PET bottles and converting them to Recron Green Gold Eco Friendly Polyester fibers, for use by the downstream textile value chain that converts the fibers into apparel and home textiles. We are pleased to be the preferred fiber manufacturing partner for GHCL’s Rekoop line of bedding products.”

Hemant Sharma
Sector Head – Polyester
Reliance Industries Ltd.







REKOOP IS TRACEABLE

Rekoop uses the integrated CertainT platform from Applied DNA Sciences for verifying authenticity from source to retail. The platform is designed to tag, test and track synthetic fibers to provide transparency, traceability and trust throughout the textile supply chain.

“Applied DNA Sciences is a biotechnology security company based in Stony Brook, New York.
Our collaboration with GHCL through the CertainT program is a truly meaningful one.
The CertainT platform provides absolute forensic proof of evidence about the presence of
the original material throughout the entire process and in the finished goods.
This enables retailers and brands to make very strong claims about what is present and also
what is not present, in their product.”

MeiLin Wan
Vice President – Textile Sales
Applied DNA Sciences, Inc.





REKOOP IS INNOVATIVE

Rekoop is a truly innovative concept – it is both sustainable and traceable. The idea of making bedding from a pile of waste PET bottles would probably have been incredulous some years back. As would the idea of molecular tagging of the recycled polyester, to secure source verification and authenticity of the raw material.

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Rekoop Bedding :

- Sustainable
- Traceable
- Cotton rich
- Ultra soft
- Hazardous chemical free
- Durable
- Easy to care for

“Consistent with global sustainability and the circular economy, GHCL presents Rekoop, the first fully source-verified recycled PET bedding product line, using CertainT, Applied DNA’s proprietary traceability system. This technological system goes way beyond paper or system oriented traceability and provides customers globally with the highest levels of confidence in the origin of their goods. We truly value our partnerships with ADNAS and with Reliance Industries, manufacturers of the recycled polyester fiber used for this bedding line.”

Manu Kapur
President & CEO – Home Textiles
GHCL Ltd



THE MANUFACTURING PROCESS : From PET bottles to source verified bedding.



COLLECTION

It all starts when the PET bottles you've thrown are collected and bundled together in large bales.



CLEANING / SORTING

At their state-of-the art plant in Barabanki, North India, the world renowned Reliance Industries commences the process of manufacturing recycled PET fiber. The labels and caps are removed and the bottles are thoroughly cleaned and separated by color.



GRINDING

The bottles go into grinders where they are shredded into small flakes.



DNA TAGGING

Applied DNA's SignatureT molecular tag is applied to masterbatch pellets. CertainT verifies all tagged pallets.



EXTRUSION

The masterbatch is mixed in a pre-decided ratio with the PET flakes, which are then processed through an extruder and transformed into tagged r-PET fiber.



SPINNING

The fibers are spun along with cotton to make cotton / polyester blended yarn, at GHCL's spinning facility in Madurai, South India.



WEAVING, PROCESSING, CUT & SEW

Fabric is then woven, processed, cut and sewn into finished bedding products at GHCL's integrated home furnishings manufacturing plant in Vapi, West India.



RETAIL

The CertainT certified products arrive at retail, where customers, driven by a desire for proven sustainability and authenticity, can be assured of the integrity of their purchase.



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by



OUR PARTNERS



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