

# Embrace the Ornerly Elephant Stay ahead of the sustainability herd

Sustainability has been discussed, debated, and seen as an issue to be dealt with across virtually every continent and industry. It's the ornerly elephant in the room that many wish to speak to but are deterred by the challenging approach. It's time we move the conversation and the industry forward by embracing the elephant. We really have no choice: governments are investing in or mandating it, consumers are demanding it, and fashion brands are being forced to address it.

When evaluating the current textile landscape and the role sustainable practices play within it, the scenario is as complex and diverse as the colours, textures and patterns it produces. Bringing some clarity and focus to the situation, the United Nations released its Sustainable Development Goals. Whether seeking to end poverty or provide access to affordable and clean energy, these 17 discrete goals, in the words of the UN are:

*"...a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognise that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection."*

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**"63% of consumers consider a brand's promotion of sustainability to be an important purchasing factor."**

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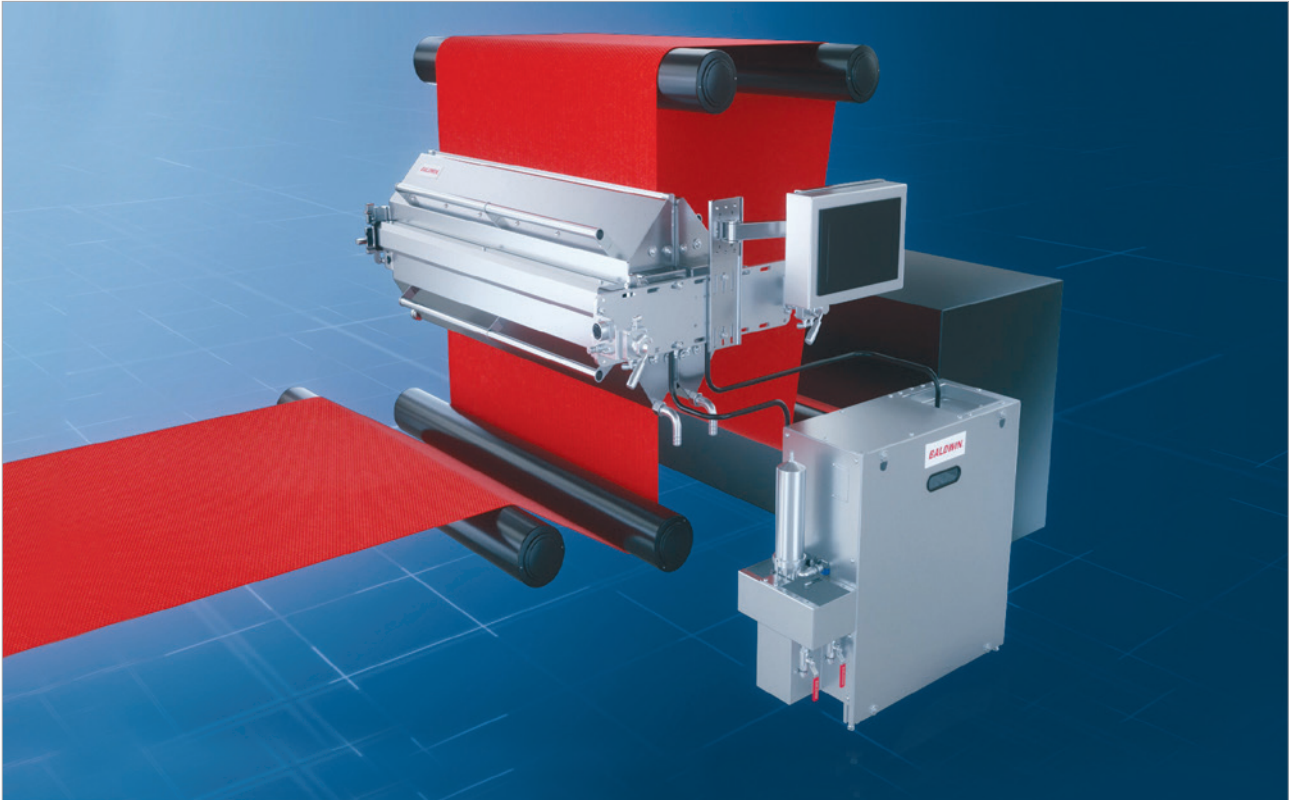
**–McKinsey & Company, Survey:**

Consumer Sentiment on Sustainability in Fashion, 2020.

Providing key indicators for achieving results, some brands have fully embraced the UN's aggressive benchmarks, while others have created their own frameworks. Regardless, the opportunities within the textile industry are vast and new processes and technologies are challenging the norm. One outdated trend doing a disservice to businesses and the environment is in the finishing process. An important part of the textile journey, the centuries-old process of chemical bathing fabrics to apply necessary performance finishes such as softeners, anti-odour, anti-microbial or water repellent properties is becoming obsolete.

The disruptive new technology making these techniques obsolete is the Baldwin Technology's TexCoat G4 non-contact textile finishing system. Delivering zero chemistry waste and minimised water and energy consumption, it's the most advanced applicator of high-tech finishing chemistries to fabrics and other surfaces. As opposed to legacy padding of chemistry onto fabrics, the system deploys precision spray technology, dramatically reducing chemistry consumption.





“The fashion industry is responsible for 10% of global CO2 emissions and for 20% of global waste streams.”

–McKinsey & Company,  
The State of Fashion, 2019.

Even better, the system is agnostic to chemical type and its contact-free application eliminates the need to throw out the chemical bath to start a new colour, fabric, or treatment, which isn't just good for the environment, but it's great for ROI (return of investment) too. The wasteful and outdated process of dipping fabrics into chemical baths is over. These are among the many reasons that scores of fabric producers in the supply chain of global brands have ditched their Model T-era fabric finishing for Baldwin.

With Baldwin's non-contact spray technology in the textile finishing area, the company has engineered the ability for the chemicals to be applied without any physical contact between the source of the chemical and the fabric – so gone are the problems associated with fabric contamination of the chemicals. When the job is done, leftover chemicals are saved and reused – practically eliminating chemical waste.

Key UN Sustainable Development Goals that our technology helps to solve for include ensuring access to clean water and sanitation for all (Goal #6), engaging in responsible consumption and production patterns (Goal #12), and taking urgent action to combat climate change (Goal #13).

Check, check, and check.

And just for the record, TexCoat systems can be used for either wet-on-wet or wet-on-dry applications. Its precision spray valve technology permits an enhanced level of control over the chemistry or water application process.

### JOIN THE REVOLUTION

The fashion industry overall is known for being cutting-edge and trendsetting. All true. But behind the catwalks, glossy advertisements and celebrities, innovation towards more sustainable practices is lagging. We need to step it up and take the lead if we are to care for both profit and people. Jettisoning 100-year-old fabric finishing 'technology' is a good start. We've gone ahead and given the elephant a big high-tech bear hug. So, Baldwin is here to do its part. Many big brands have made the leap achieving sustainability and process improvements. When will yours?

### A NEW AND ADVANCED TURKISH BATH: BY THE NUMBERS

The results from a fabric finishing facility in Turkey are impressive and are globally replicable

- ➔ 71% Chemical Savings
- ➔ 30% Productivity Increase
- ➔ 20% Lower Gas Consumption
- ➔ 24% Reduced Electricity Consumption
- ➔ 26% Water Saving

And a whopping 94% reduction in wastewater. This is a revolution everyone can be proud to profitably join.