# TRETORN PRESENT THE NEW INITIATIVE - ECO ESSENTIALS -

CONTEMPORARY RAINWEAR WHERE SUSTAINABILITY IS THE CORE TO GROWTH

**Eco Essentials are Tretorn new initiative and the core for future growth within responsible manufacturing. Which has been a strong part of Tretorn DNA and core values since 1891. The first collection in Eco Essentials is a recycled PU Parkas that is produced from recycled PET-bottles and coated with a waterproof, PVC- and fluorocarbon- free PU-coating. The Parka is Unisex/No-gender, comes in five colours and is made in an adult and a kid’s version. The goal is for Tretorn to transform 50 % of its rainwear into - Eco Essentials - before the year of 2020.**

*“Creating Eco Essentials is actually creating a platform that will never be completed. It will always be a work in progress and challenge ourselves to more responsible manufacturing” Says Fredrik Ekström Head Communication at Tretorn Sweden*

Responsible manufacturing has been a part of the Tretorn DNA and core values since the beginning in 1891. The Eco Essentials is a way for Tretorn to challenge our future to come and create a business model that not only works for today, but also is resilient for the next 125 years and many more to come.

The first Collection of Eco Essentials is the Re: Parka. A Recycled PU parka in five colours made for adults and kids in a No-Gender design. It has Tretorn branded metal buttons, eyelets and cord ends in antique brass. Larger hood and collar for better comfort and silhouette. Collar is equipped with corduroy lining for increased comfort and a mic holder. Side pockets are elevated and holds extra mobile pocket on left side for connection to collar. Storm flap for extra protection with hidden metal buttons. Print logo has been removed from chest and sewn on the left leg. All seams are welded for total waterproofing

There are several types of rainwear to choose from on the market today. A lot of manufacturers use fluorocarbons and PVC to make their rain- and functional wear more water resistant and to get a rustic feel. Tretorn have chosen to never use either fluorocarbons or PVC in their rainwear. And has done so since 1891.

**Fluorocarbon (Tretorn - Fluor Carbon free since 1891)**

or PFCs is the name of a additive that is often used to make rain and functional wear more water and dirt repellent. Unfortunately, the substance is likely to be both carcinogens and endocrine disruptors, which affect the environment and natural negative. At Tretorn we are proud that we are completely fluorocarbon free. And has been so since the 1891.

**Phthalates and PVC free:**

Phthalates are a additives that is often used as softeners in rain and functional wear. It is mainly used in clothing made with PVC as a softener to not crack (Tretorn is 100 % PVC free). Yet Tretorn continuously test their products for phthalates and are well below limits.

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**Sizes**

Unisex XS – XL

**Price**

1200 SEK, DK, 130 €

**Colours**

Black, Maroon, Military Green, Navy, Sand