



SMART CREATION

Inspired from nature

are your garments
safe....?



- Did you know that synthetic chemicals used in textile processing can harm our health?
- Approximately 8,000 chemicals can be used in the production and processing of textiles...! including TOXINS, CARCINOGENS, ALLERGENS
- Chemicals ends up in Water bodies & eventually travel to our plates .

synthetic & natural dyes - a comparison



Feature	Synthetic Dyes	Natural Dyes
Source	Derived from petrochemicals and other industrial chemicals.	Extracted from natural sources such as plants, flowers, roots.
Environmental Impact	Often toxic and non-biodegradable, contributing to pollution.	Biodegradable and environmentally friendly, with minimal pollution.
Health Effects	Can cause allergic reactions, skin irritations, and other health issues due to harmful chemicals.	Generally safe, with fewer health risks, particularly beneficial for sensitive skin.
Innovation and Customization	High potential for customization and development of new shades and effects.	Limited by the natural sources, but innovative methods like "dye NATA" can enhance capabilities.
Sustainability	Typically less sustainable due to reliance on non-renewable resources.	Highly sustainable, with renewable and biodegradable sources.
Waste Management	Generates hazardous waste that requires careful disposal.	Waste is often organic and can be repurposed as compost or natural fertilizers.
Market Perception	Widely used and accepted due to availability and cost-effectiveness.	Increasingly popular among eco-conscious consumers seeking sustainable and safe alternatives.

are **100 %** organic
garments really
chemical free....?



- **GOTS Certified garments:**
Only upto the cotton level is chemical free. Rest of the processes like bleaching, dyeing, finishing are done with Synthetic chemicals.
- **Natural Dyed Garments**
Current Scenario
Labour Intensive, Small Batches, Inconsistent results, Poor Fastness in cotton, Exuberant pricing

THE SOLUTION



**ZERO CHEMICAL
NATURAL DYED
GARMENTS**



Mission
*Natures way
in
every way*



**TRADITIONAL
Knowledge
MODERN
Route**



**dye NATA
INNOVATIVE
Processing
Technology**



dye NATA



Natural Bleaching & Scouring

- BIO ENZYMES for Scouring
- Keeps the natural properties of Cotton Intact

Natural Dye EXTRACTS

- NATURAL DYE EXTRACTS for colouring the fabrics
- Safe on skin

NATURAL SURFACTANTS & SOFTENERS

- Soapnut is used as Surfactant & finishing Softener
- SAFE ON SKIN, BIO DEGRADABLE, becomes MANURE after intended use

How are we different from other Dyers....



Consistency & Depend- ability

- Our unique process enables us to provide products on par with Regular prevalent organic certified Synthetic dyes.

Good Washing Parameters

- Good Washing fastness is achieved in our process as we use modern machinery.

Real Chemical Free

- Now it is possible to achieve **ZERO SYNTHETIC CHEMICAL** process (unlike regular GOTS process which uses **SYNTHETIC DYES**)

Budget Friendly

- Modern Machines are used. Manual labor is barely used. So Production cost is reduced to minimum.

Core Benefits



Synthetic Chemical Free

- Seed to Garment Synthetic chemical free

PRO Health

- Non-Carcinogenic, Hypo-Allergic, Soft on Sensitive skin

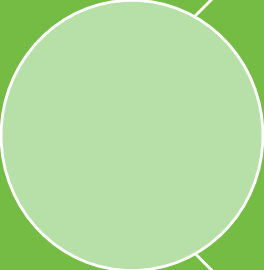
PRO Earth

- Effluents are 100% organic. Can be solidified, composted and used as manure.

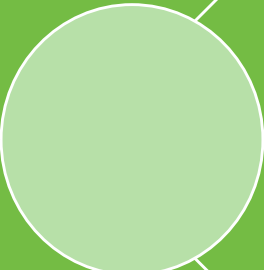
Budget Friendly

- Price of the finished garments shall be on par with the cost of other popular organic certified brands.

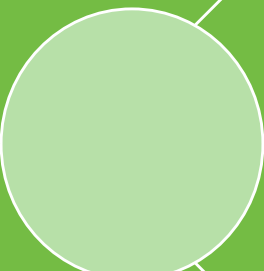
Additional Benefits



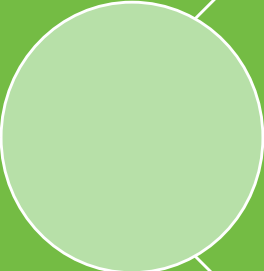
Natural Fiber Properties are kept intact



**Reduced Carbon Footprint
–Sustainable**



**Supports Traditional Artisans
–Natural Dye Farmers**



Parents & Care-givers also enjoy the benefits

Product Range



Product Category 1

- Natural Dyed, Garment Dyed
- Fabrics
- Yarns

Product Category 2

- Natural Dyed Melange
- Fabrics
- Yarns

Product Category 3

- Dyes & Accessories for
Natural Dyeing to your
Supply Chain

Embracing the Challenges Positively

Limited Color Palette:

- **Embrace Unique Shades** : Natural dyes offer a distinct and exclusive range of colors that synthetic dyes cannot replicate. Each dyeing batch can result in unique, one-of-a-kind hues, adding exclusivity to the product.
- **Authentic and Earthy Tones** : The softer, more earthy tones of natural dyes connect us to nature and evoke a sense of authenticity and craftsmanship.

Color Variability :

- **Artisanal Charm** : The slight variations in color between batches highlight the artisanal nature of natural dyeing, making each piece unique and special.
- **Creative Opportunities** : Variability can be seen as an opportunity for creativity, allowing designers to experiment with and celebrate the natural imperfections that tell a story.

Processing Time:

- **Quality Over Speed** : Natural dyeing processes may take longer, but this ensures that each piece is made with care, attention to detail, and a commitment to quality.
- **Slow Fashion Movement** : Aligning with the slow fashion movement, the extended processing time encourages a shift away from fast fashion towards more thoughtful, sustainable consumption.

Cost:

- **Investment in Sustainability**: While natural dyeing can be more expensive, it represents an investment in the environment, health, and the future of the planet.
- **Value in Craftsmanship** : The higher cost reflects the value of artisanal craftsmanship, sustainable practices, and the use of eco-friendly materials.

Embracing the Challenges Positively



Scalability :

- **Embrace Focus on Niche Markets:** Natural dyeing appeals to a growing segment of eco-conscious consumers who prioritize sustainability and ethical production over mass-produced goods.
- **Opportunities for Innovation:** Challenges in scalability drive innovation, leading to new methods and technologies, such as our "dye NATA" process, which enhances the efficiency and consistency of natural dyeing.
- **Collaborative Farming Networks:** Partnering with Farmer Producer Companies (FPCs) allows us to create a reliable and consistent supply chain for raw materials such as organic cotton and natural dye sources. These collaborations ensure that we can meet the increasing demand for our products without compromising on quality.
- **Localized Production:** FPCs enable localized and decentralized production of raw materials, reducing dependency on single sources and mitigating supply chain disruptions. This approach not only supports scalability but also promotes regional agricultural sustainability.
- **Training and Support:** Working with FPCs provides an opportunity to educate and train farmers on sustainable and organic farming practices. By supporting these farmers, we can enhance the quality and yield of natural dye sources while promoting environmental stewardship.

Light Fastness:

- **Natural Aging:** The lower light fastness of natural dyes means they may fade more quickly than synthetic dyes. This natural aging process can add character and vintage appeal to the garments, telling a story over time.
- **Commitment to Improvement:** Recognizing this limitation, we continuously research and develop techniques to improve the light fastness of our natural dyes, ensuring longer-lasting vibrancy while maintaining eco-friendly practices.

Accreditations & Approvals



Green Leaf
Certification by
INTERTEK



GOTSCertified
Cotton



ECO DYE
STANDARD



ZDHC – LEVEL 3



Join us in our
mission to
provide safer
and sustainable
clothing for
generations to
come...

Thank
you.