

ECOLOGICDESIGNS

SUSTAINABLE PRODUCT DESIGN RECLAMATION MANUFACTURING

- Yakima
- New Belgium Brewing Company
- Patagonia / Fletcher Chouinard Designs
- National Geographic Maps
- Democratic National Convention Committee
- AT&T Services, Inc.
- Greenpeace
- Schwinn Bicycles
- Hewlett Packard
- Whole Foods Market
- The Container Store
- Sportaccord
- Shred Optics LLC
- IMBA Sterling Ropes
- Big Agnes Chrome
- Trek Bicycle Corporation
- Dogfish Head Craft Brewery
- GoLite Denver Sports Commission
- Spire USA Slipstream Sports Pro Cycling
- Specialty Coffee Association of America
- San Francisco Int'l Airport (SFO)
- Teva Mountain Games

2013
CATALOG

SUSTAINABLE PRODUCT DESIGN

Our product design methodology exemplifies best practices in solid waste management and soft-goods manufacture. At its core is sustainability, which to us means optimizing repurposed waste material to create extremely profitable promotional and resale products while benefitting society and our planet as much as possible in the process. There are many factors to consider, and the situation is rarely black and white.

Material Considerations

PRE LIFE

Use of original form • length of first life • inherited properties as a textile • availability and accessibility of waste • impact in landfill/incineration

LIFE

Ecologic Designs product; perceived value change with product selection • lifetime potential and impacts • price and quality trade-offs

POST LIFE

Value & ease of product take back, material reuse or recycling

Functional & Performance Specifications

End-user needs • client requirements • professional & lifestyle aesthetics • basic to high-performance capability

Economic Feasibility

Material Routing Cost/Benefit
Budget Constraints & Resale Margin Requirements
Profit Potential
Pricing Strategy & Market Position

Life Cycle Analysis (LCA)

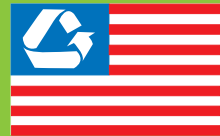
Scope of Analysis : Pre Life - Life - Post Life
Material, Fuel & Energy Audits
Distribution and Use Impacts
Material Recovery Data

RECLAMATION MANUFACTURING

ECOLOGIC DESIGNS is raising the bar. We are committed to building your products with the most sustainable methods and as efficiently as possible. Our high-quality performance products are one-of-a-kind and have an extremely low footprint. We are an international award-winning company and produce everything within 20 miles of our warehouse in Boulder or as close to you as possible.

Here's why you profit:

- generate real green marketability, press love this story
- capture immediate attention and long-term functional exposure
- support 'Made in the USA' when it matters most
- extend your brand by reusing spent marketing dollars
- reduce disposal costs and your waste footprint
- use our product metrics in your sustainability reporting
- participate in our Partners in Change program to further promote your brand



NEED SOMETHING YOU DON'T SEE?

Need some inspiration to think about your waste with new eyes? On your way to page 15 think about this, what waste do you have? What can we make for you that is valuable? Imagine the possibilities. Boats to bags, maps to portfolios, briefcases from tractors, sleeping pad totes, jerseys to . . .



RECLAMATION STATIONSM is our national supply chain program for organizations and municipalities.

BUILD YOUR GEAR

STEP 1: Pick A Product From Our Menu

STEP 2: Pick The Features That Meet Your Needs

STEP 3: Customize It And Make It Your Own

STEP 1: WHAT'S ON YOUR MIND

Familiarize yourself with steps 2 - 3 and begin by using the index on the right.



SEE THE PRODUCTS

| | |
|-----------------------------------|-------|
| Bags & Packs | Pg 4 |
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STEP 2: OPTIMIZE PERFORMANCE

All products are available in stock patterns and can be ordered as such. No choices are necessary except for private labeling, and these products are generally more affordable. If you're familiar with Green Guru Gear, you've seen many of these standard products. Our stock Billboard Large Deluxe Messenger for instance comes with 100% PETE grey lining, a full organizer, one elastic side pocket, a sewn cam buckle strap and a reinforced inner tube haul handle. The stock features are listed in the details section for each product.

Building a Bag, Pack or Tote?

Feeling creative? Or maybe your audience has an acquired taste. Meet your needs easily. These features offer versatility and can create top performing, professional conference bags all the way to rugged outdoor gear. Add or delete features from our stock products to accommodate your users and budget.

| STRAPS | HANDLES | POCKETS | LINERS | ORGANIZER |
|--------------------------|-----------------------|------------------------|---------------------------------|-------------------------------|
| Sewn w/Buckle or Slider | Open Webbing | 0, 1 or 2 Side Pockets | 100% PETE Stock Grey | Basic Side Panel |
| Removable w/3-bar Slider | Folded & Sewn Webbing | Internal or External | Stock Vinyl for totes | Full Front Panel |
| Removable w/Shorty cam | Reinforced Inner Tube | Zippered or Sleeve | Conventional Pack Cloth | Pocket & Attachment Options |
| | Braided Climbing Rope | Mesh, Padded, Elastic | 100% Organic Cotton | Laptop Sleeves & Compartments |
| | Padded Inner Tube | | 100% Recycled Cotton Blend | |
| | | | 80% Recycled Cotton/20% Acrylic | |

*Shoulder Pads, Side Cars & Accessory Pouches available at discounted rates when purchased with bags and packs.

We assist you identifying value in your waste stream and work for you to reclaim these materials. Reclamation manufacturing is taking part in a true cradle-to-cradle, closed-loop production process!



BUILD YOUR GEAR

STEP 3: MAKE IT YOUR OWN

We've been working years at developing the best eco-friendly, localized and durable methods to capture the quality branding your organization requires. Not all materials can be customized the same, but despite our limitations, we deliver products that present your identity and so much more.

Authenticity and the power of your brand working together.

Here are some basic examples of the Customization options available for you to incorporate:

Project Specific Hang Tags & Hanger Cards

- 100% Post-consumer recycled kraft paper, soy inks
- Locally printed by a clean and green, zero-waste partner
- Visual story and passive sales tool
- Deliver your message, your schedule, a coupon, your whatever
- Include your projects' footprint metrics for a small extra charge
- There is a 1x \$20 setup fee for a standard, custom hang tag



Woven Fabric Labels

- Custom background and thread colors
- High-quality deniers
- Made in the USA Flag tags
- Organic Cotton labels (Ask for Availability)
- There is a 1x \$30 setup fee



Fabric labels have to be used on the following products: all climbing rope items, all inner tube accessories and lanyards. They are free on products for brand of manufacture and 'Made in the USA from reclaimed materials.' The minimum order quantity is 250 labels, but they're much cheaper starting at 500.

Screen Printing

- We can screen print on vinyl, neoprene and fabrics. That's right, we can even take your used highway billboard or event banner and brand your logo on every one-of-a-kind product. Great pricing for all quantities, locally printed, only eco-friendly on fabrics.
- There is a 1x \$20 per screen charge



Embroidery

- Only available on fabrics but really long-lasting. Locally contracted.
- There is a 1x \$40 charge for digitizing your artwork



FAQ's

NO WASTE?

If you don't have waste material to produce custom or private labeled merchandise, Ecologic Designs collects enough waste material from within our 25 mile Local Boundary that we can route the best available resources to your project.

MATERIAL COLOR

Color consistency and marks of authenticity will vary. We can't guarantee the consistency of reclaimed materials, although there are commonalities and colors that we receive regularly.

ART FILES

Please send all graphics in a vector format or as a high resolution image. Formats: .ai, .eps, .pdf, .psd, .jpg.

DESIGN RATES

Our graphic design rate is \$30 per hour, which is incurred when your artwork requires more than the appropriate amount of time to prepare for project. We are happy to contribute creativity and business sense when composing your tags. You can avoid these charges by sending the proper artwork files and your custom copy on time. Product development and feasibility study rate is \$60 per hour.

METRICS

The footprint metrics we provide can consist of the following: the weights of all reclaimed, recycled and conventional materials used, the scrap rate, the footprint of the new material you avoided by choosing to use repurposed textiles instead, and any impacts on water, energy and fuel consumption we can allocate to your project. Additional fees apply for this service.

TERMS

Our normal terms are 50% down for all projects to begin and 50% at the time of shipment. We give discounts for rolling orders. Most products accommodate ASI or SAGE margins, ask for an ASI Price Sheet.

PRICING

Due to the dynamic nature of our business, we have to give final pricing only after we know the details of the project and in some cases, we have your material in-hand. Assessing the usage and performance of reclaimed waste is best done in person.



Billboard Large Deluxe Messenger

18 x 14 x 6 inches



STOCK FEATURES

- 100% PETE grey lining
- a full panel organizer and zipper pocket
- elastic side pocket , zipper and sleeve front pockets
- sewn cam buckle adjustable strap
- Velcro & side-release buckle closures
- reinforced inner tube haul handle & bottom
- aerospace mesh padded back pocket

materials : billboard vinyl, inner tubes, 100% recycled PETE fabric and webbing, 60% recycled PETE mesh

BILLBOARD
VINYL



Billboard Small Deluxe Messenger

14 x 12 x 4 inches



STOCK FEATURES

- 100% PETE grey lining
- a full panel organizer and zipper pocket
- elastic side pocket , zipper and sleeve front pockets
- removable w/3-bar adjustable strap
- Velcro & side-release buckle closures
- reinforced inner tube haul handle & bottom
- aerospace mesh padded back pocket

materials: billboard vinyl, inner tubes,
100% recycled PETE fabric and webbing, 60% recycled PETE mesh

CLEAN



Billboard Basic Messenger

16 x 11 x 6 inches

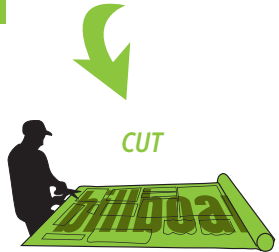


STOCK FEATURES

- 100% PETE grey lining
- a basic side panel organizer
- exterior sleeve pocket
- one elastic side pocket
- sewn cam buckle adjustable strap
- Velcro closure
- reinforced inner tube haul handle & bottom

materials : billboard vinyl, inner tubes, 100% recycled PETE fabric and webbing

CUT



Billboard Map Bag

11 x 14 x 4 inches



STOCK FEATURES

- 100% PETE grey lining
- exterior sleeve pocket, interior zipper pocket
- one elastic side pocket
- sewn adjustable strap
- Velcro closure
- reinforced inner tube bottom

materials: billboard vinyl, inner tubes, 100% recycled PETE fabric and webbing

SEW



500 SMALL DELUXE MESSENGERS WITH A 6X6" SCREEN, HANG TAGS AND HAUL

HOW IT WORKS

Blow Out Messenger

18 x 13 x 7 inches

STOCK FEATURES

- 100% PETE grey lining
 - a full panel organizer
 - two interior side pockets
 - removable shorty cam strap
 - Velcro & side-release buckle closures
 - reinforced inner tube haul handle
 - aerospace mesh back pocket & padded panel
- materials: tractor inner tubes, 100% recycled PETE fabric and webbing, 60% recycled PETE mesh



Eco Backpack

12 x 17 x 7 inches

STOCK FEATURES

- 100% PETE grey lining
 - one elastic side pocket
 - front zippered compartment w/ interior organizer
 - reinforced inner tube haul handle
 - large surface area for custom branding
 - 600D waterproof 100% PETE exterior
- materials: 100% recycled PETE fabric and webbing, inner tubes



*The U.S. produces over 100 square miles of unrecyclable advertising vinyl every year. *What message does that send?*

ALL PETE FABRIC IS 100% POST CONSUMER RECYCLED PLASTICS AND WATERPROOF

It takes 450 years for a plastic beverage bottle to decompose.



Billboard Shoulder Tote

17 x 12 x 7 inches



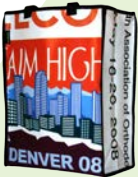
STOCK FEATURES

- sturdy double-layer construction
- exterior & interior graphics
- interior side panel sleeve pocket
- 1 1/2" PETE straps

materials: billboard vinyl, 100% recycled PETE fabric and webbing

Billboard Utility Tote

12 x 17 x 7 inches



STOCK FEATURES

- single-layer construction
- exterior graphics
- interior body panel sleeve pocket
- 1" PETE handles

materials: billboard vinyl, 100% recycled PETE fabric and webbing

Billboard Mini Tote

12 x 9 x 4 inches



STOCK FEATURES

- sturdy double-layer construction
- exterior & interior graphics
- interior side panel sleeve pocket
- 1" PETE handles

materials: billboard vinyl, 100% recycled PETE fabric and webbing

Billboard Basket Tote

9 x 12 x 4



STOCK FEATURES

- single-layer construction
- exterior graphics
- 1 1/2" PETE straps

materials: billboard vinyl, 100% recycled PETE fabric and webbing

The U.S. consumes more than a billion plastic bags every single day. In Colorado, our cities spend .17 cents per bag in landfill, sewer cleanup and litter pickup costs, amounting to millions of tax dollars.



Mesh vinyl make great reusable totes, and they're drainable.

TOTES

Handle & Strap Options

Open webbing handle
open webbing shoulder strap
folded & sewn handle or strap.

Custom Hang Tags

Whether or not you choose to screen your brand on the totes, this is a great way to spread your message.

MANUFACTURING TIPS

1. Ideally, your waste is our raw material. If not, we have plenty.
2. Transport the material to our facility or we can build the cost into your pricing.
3. Choose to maximize material reuse, or capture specific graphics.
4. Proofs provided upon request.
5. Submit only vector artwork or high-res jpg's for screens.
6. Submit Hang Tag copy and art within 10 days of order.
7. Be anxious, average lead times are 5 weeks from receipt of material.

Burlap Coffee Tote

13 1/2 x 11 1/2 x 4 inches

burlap exterior
natural cotton canvas liner
1 1/2" natural cotton straps

STOCK FEATURES



materials: jute burlap, natural cotton fabric & webbing

Natural Cotton Totes

Pictured : 10 1/2 x 12 1/2 x 6 1/2 inches

natural cotton, single layer
1 1/2" natural cotton straps

Also available in these sizes
small : 6 1/2 x 11 3/4 x 6 inches
large : 16 x 14 x 8 inches

STOCK FEATURES



materials: organic cotton fabric & natural cotton webbing



Only Cotton Totes can be embroidered.



Billboard Portfolio Cover

9 1/2 x 13 x 1/2 inches



STOCK FEATURES

- includes 8.5" x 11" notepad
- Velcro closure
- sleeve for standard papers
- two business card sleeves
- 2 pen slots

materials: billboard vinyl, 100% recycled PETE (webbing & binding), 100% recycled chipboard



Billboard Notepad Cover

7 x 10 1/4 x 1/2 inches



STOCK FEATURES

- includes 5" x 8" notepad
- Velcro closure
- sleeve for standard papers
- two business card sleeves
- 2 pen slots
- *sketchpad optional

materials: billboard vinyl, 100% recycled PETE (webbing & binding), 100% recycled chipboard



Billboard Wallet

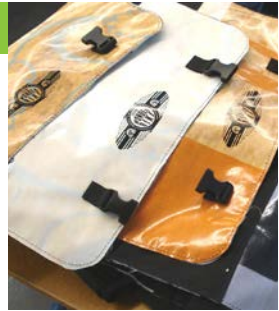
8 x 5 3/4 x 1 inches



STOCK FEATURES

- vinyl exterior & interior *option for PETE interior*
- 6 card compartments
- Black webbing spine *no spine available*

materials: billboard vinyl, 100% recycled PETE (webbing & binding)



Billboard Luggage/Name Tag

4 3/4 x 2 7/8 inches



STOCK FEATURES

- colorful vinyl & clear plastic body
- reclaimed connector cord

materials: billboard vinyl, 100% recycled PETE (webbing & binding), best available clear plastic



For these Billboard items, other waste materials can be used for the structural & aesthetic layers.

Billboard Badge Holders

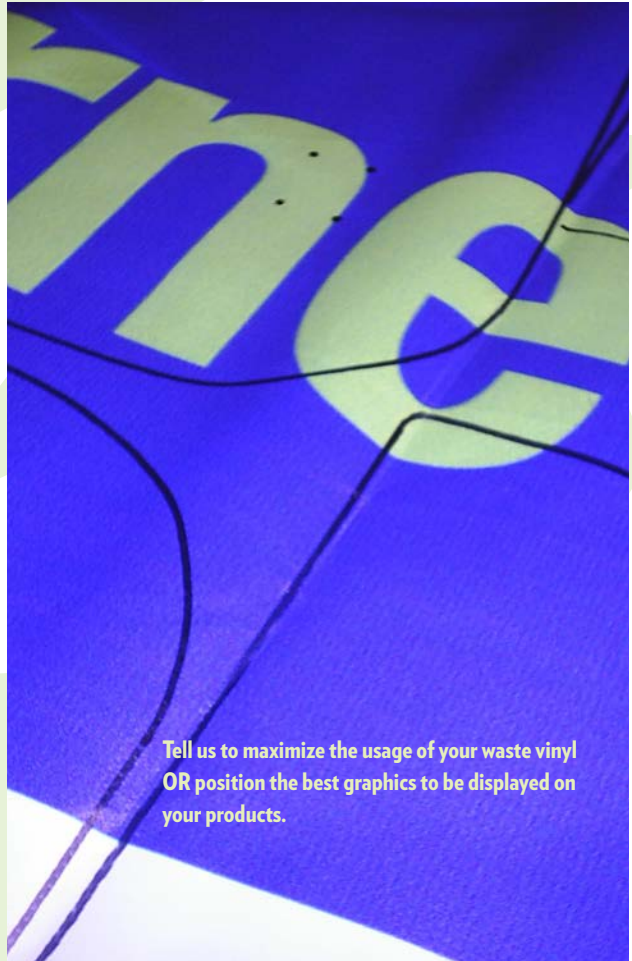
5 3/4 x 5 1/2 x 1/4 inches

colorful vinyl and clear plastic body
sleeve pocket for papers and pens
accommodates small and large name cards
rounded bottom optional

STOCK FEATURES



materials: billboard vinyl, 100% recycled PETE (webbing & binding), best available clear plastic



Tell us to maximize the usage of your waste vinyl
OR position the best graphics to be displayed on
your products.





Climbing Rope Bracelets

By circumference: XXS 6", XS 6 1/2", SM 7 1/2", MED 8", LG 8 1/2", XL 9", XXL 10"



materials: nylon rope

STOCK FEATURES

- nylon rope
- Static but stretchy - slides-on, stays-on
- Custom woven fabric label with your brand



Climbing Rope Dog Leashes

66 inches



materials: nylon rope

STOCK FEATURES

- nylon rope
- Sturdy Green Guru Carabiner
- Stretches with hard pulls
- Large handle loop

The average climbing gym decommissions about 1 1/2 miles of rope per year. Each only averages a lifespan of 3 months.

Climbing Rope Dog Collars

Small: 12" 4" travel, Medium: 14" 5" travel, Large: 16" 6" travel



materials: nylon rope

STOCK FEATURES

- nylon rope
- Adjustable nylon slider
- New high quality buckle
- New metal leash ring
- New metal tag ring

Climbing Rope Key chains

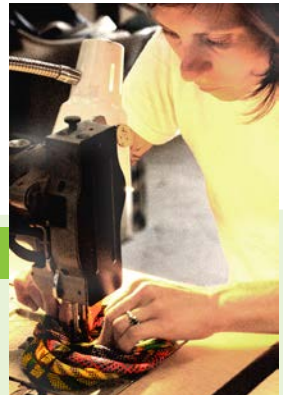
5 1/2 inch circumference



materials: nylon rope

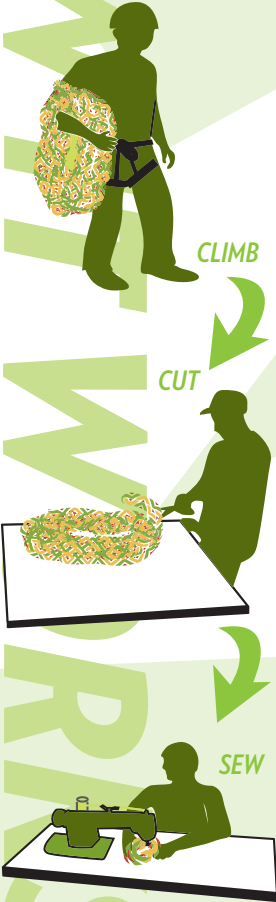
STOCK FEATURES

- nylon rope
- Custom woven fabric label with your brand
- New metal tag ring



Climbing ropes are made from nylon and other synthetic plastics which often make them difficult to recycle. Americans decommission thousands of miles of rope every year.

HOW IT WORKS



Climbing Rope Lanyards

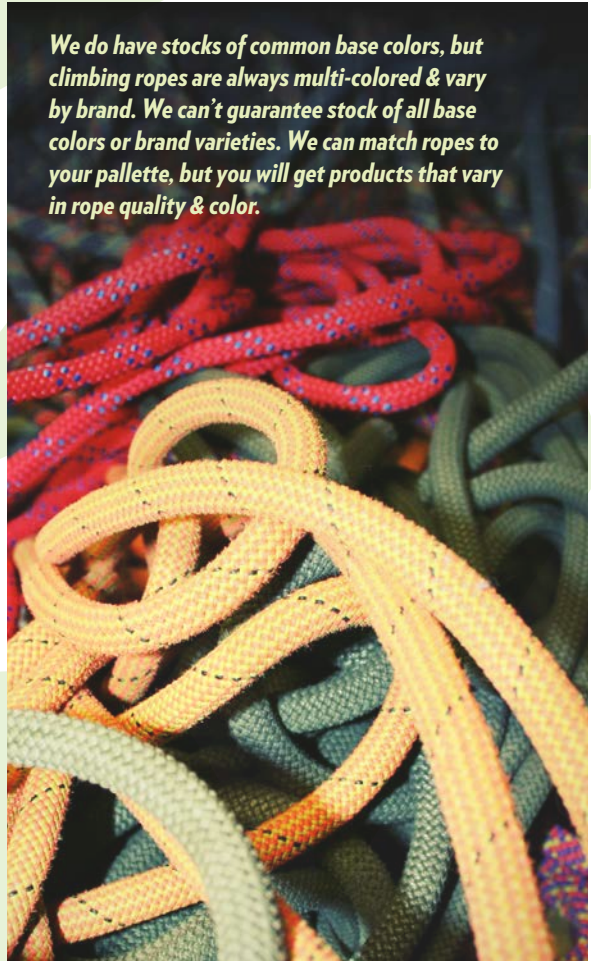
36 inches

nylon rope
 adjustable cord-lock
 New metal clasps: swivel, alligator clip, dual-clip
 works with any badgeholder

STOCK FEATURES



materials: nylon rope



We do have stocks of common base colors, but climbing ropes are always multi-colored & vary by brand. We can't guarantee stock of all base colors or brand varieties. We can match ropes to your palette, but you will get products that vary in rope quality & color.

Blow Out Zipper Pouch Small

5 x 3 inches



STOCK FEATURES

- Unique mountain bike tube body
- Recycled zipper tape & coil
- Reclaimed nylon accessory cord
- New metal zipper pull

materials: mountain bike inner tube, recycled PETE zipper

Blow Out Zipper Pouch Medium

7 x 3 inches



STOCK FEATURES

- Unique mountain bike tube body
- Recycled zipper tape & coil
- Reclaimed nylon accessory cord
- New metal zipper pull

materials: mountain bike inner tube, recycled PETE zipper

Blow Out Ankle Strap

14 x 1 inches



STOCK FEATURES

- Velcro closure
- Reflective piece

materials: road bike inner tube

Blow Out Travel Kits

9 1/4 x 4 1/2 x 3 1/2 inches



STOCK FEATURES

- recycled & reclaimed liners
- easy to grasp handle *climbing rope or inner tube*

materials: mountain bike inner tubes, recycled & reclaimed liner fabric, handle material

RIDE
HOW IT WORKS



Blow Out items can't be screened on at this time. Woven fabric labels are the customization of choice. Custom thread colors & zipper colors are available.

Blow Out Luggage Tags

4 3/4 x 2 3/4 inches

durable inner tube rubber & clear plastic body
reclaimed connector cord

STOCK FEATURES



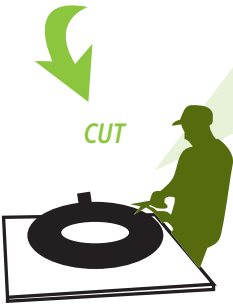
materials: bike inner tubes, best available clear plastic



INNER TUBE



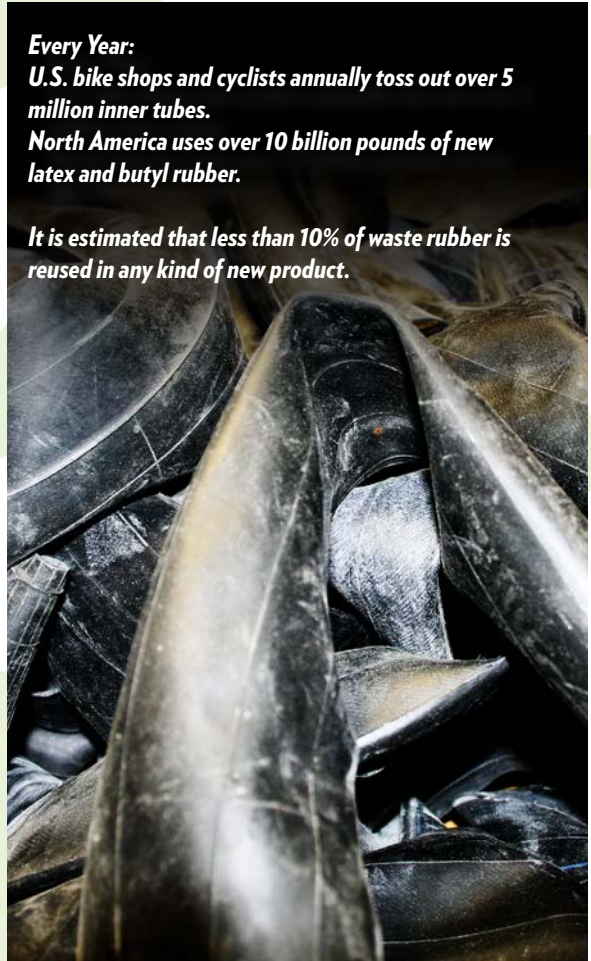
CLEAN



CUT



SEW



Every Year:
U.S. bike shops and cyclists annually toss out over 5 million inner tubes.
North America uses over 10 billion pounds of new latex and butyl rubber.

It is estimated that less than 10% of waste rubber is reused in any kind of new product.

Wetsuit Laptop Sleeves

Sizing: 13" Laptop, 15" Laptop, 17" Laptop, Macbook Air versions



materials: reclaimed wetsuit neoprene

STOCK FEATURES

reclaimed wetsuit neoprene (used & unused)
Multi panel side & single panel side
Rubberized portions & colors vary

Wetsuit Beverage Cozies

Patterns: open sleeve or butterfly with bottom panel



materials: reclaimed wetsuit neoprene

STOCK FEATURES

reclaimed wetsuit neoprene *used & unused*
Rubberized portions & colors vary
4-way stretch ink is used for screening on neoprene. It's not eco-friendly but it will last a long time. Rubberized portions vary and can't be screened on.

Wetsuit Coffee Jacket

Sizing: open sleeve fits all cups



materials: reclaimed wetsuit neoprene

STOCK FEATURES

reclaimed wetsuit neoprene (used & unused)
Rubberized portions & colors vary

Wetsuit Mask Strap

Size: Universal strap



materials: reclaimed wetsuit neoprene

STOCK FEATURES

reclaimed wetsuit neoprene (used & unused)
Adjustable from one side
Rubberized portions & colors vary
Elastic binding

SURF



SCUBA



CLEAN



CUT



SEW



National Geographic



Urban Infant



Greenpeace



Oboo



Daz Bog Coffee



Big Agnes



EverPaddle



AffirmWater



NOLS



Spire



Spire



Spire



Bags from boats, portfolios from maps, sleeping pad totes, even jump ropes...
Imagine the Possibilities, enjoy!

ECOLOGIC DESIGNS

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“I had a decent amount of wetsuits and material that we were unable to sell because of fabric quality. I had been looking for a company that could up-cycle them for me and within a day I had a response. In a week I had three different products to work with. The response has been overwhelming. These guys really have focused in on a niche that companies can benefit from and consumers can feel good about.”

Jason McCaffrey – *Patagonia Surf Division Manager, Patagonia*

“The Container Store introduced a reusable [Custom Shoulder Tote] made of our recycled billboard material for \$29.99. Sales have been amazing. Consumer attitudes toward reusables have radically changed. It’s not a fad, it’s a lifestyle change.”

Mona Williams - *Buying Department Supervisor, The Container Store*

“I just had to share this with the list - it’s so cool. I just received tote bags made from the vinyl banners that were hanging outside the convention center during our convention from the Denver Convention & Visitors Bureau. What a cool idea and a great way to recycle. The company is Ecologic Designs. Big props to my Denver CVB peeps for providing a great memento that’s kind to the earth!”

Lisa L. Dyson - *CMP, Director of Conference Services, Teachers of English to Speakers of Other Languages*

“Giving my clients messenger bags made from the printed vinyl we produced for them was a great project. They were completely surprised and astounded we could give them a gift so unique and identifiable to their business; they were speechless really. This type of service builds powerful relationships and is really profitable for my company.”

Jamin McKee – *Husky Signs & Graphics, Boulder, CO*



CRRA
CRReportingAwards 08

WINNER
Best SME Report



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