

Sustainability Selling Guide



A Complete Guide to Sustainability Featuring Over 75 Sustainable Styles

ABOUT

Y-Not Design & Manufacturing

Y-Not Design & Manufacturing is a US-based company that specializes in global procurement and distribution of custom-made products, retail and white label items, employee recognition gifts, and sustainable promotional products. As a certified minority and woman-owned Hub Zone company, we take pride in offering unique, custom-designed products that extend a customer's brand from last-minute events to employee engagement programs. Our owner has over 25 years of experience in the manufacturing and service business, and our customers love that they can track their products all the way to the factory. Since our establishment in 2005, we have been dedicated to providing exceptional service and quality products to our clients.



What is Sustainability?

The United Nations defines Sustainable Development as how we must live today if we want a better tomorrow, by meeting present needs without compromising the chances of future generations to meet their needs.

There are three principal pillars of Sustainable Development: economic growth, social inclusion and environmental protection.

What do they mean?



Sustainable Materials

Products made with one or more forms of sustainable, recycled or recyclable fabric or components.



Responsible Mindset

Products that have a "giveback" aspect related to their sale, use or production.



Sustainable Manufacturing

Products made with sustainable practices, such as energy-efficient factories, processes or dyes.



What are Recycled and Renewable Fibers?

Recycled and renewable textile fibers are sustainable alternatives to reduce the environmental impact of traditional textile production.

Recycled fibers are derived from post-consumer and/or post-industrial waste such as discarded clothing, textiles or manufacturing scraps. This helps divert waste from landfills and reduces the need for virgin materials.

Renewable fibers come from natural sources that can be regrown or replenished within a relatively short period. These fibers often have a lower environment impact and come from plants that are easier to cultivate sustainably. Fibers like lyocell, hemp and bamboo are examples of renewable textile fibers.



BG232 | Prime
Line WorkSpace
Backpack Tote



CE056 | CORE365
Backpack Cooler



NE100 | North End Men's
JAQ Snap-Up Stretch Performance Polo



NE102W | North End Ladies'
Replay Recycled Polo



NE412 | North End Men's
Express Tech Performance Quarter-Zip



T1001 | Threadfast Apparel
Epic Unisex CV C T-Shirt



180A | Threadfast Apparel
Unisex Ultimate T-Shirt



NE110 | North End Men's
Revive Coolcore® Polo

What is rPET?

PET (Polyethylene Terephthalate) are the plastics commonly used in food and beverage packaging. PET is extremely easy to recycle. PET bottles are easy to distinguish by their "#1" recycling label and are accepted by most recycling plans.

By using recycled PET, the need to create textiles with 'virgin' PET is reduced. The process of sorting, washing, and flaking post-consumer PET to make rPET requires drastically less energy (75% less) than creating virgin PET plastic.

rPET fabric (Recycled Polyethylene Terephthalate) is made from verified post-consumer recycled PET material.

[Shop all rPET Products](#)



POST CONSUMER PET →





NU002 | Native Union Belt Duo Pro, 240w



NU007 | Native Union Work From Anywhere Tote Bag



SW2200 | Swannies Golf Men's Tanner Printed Polo



100804 | Gemline Renew rPET Zipper Tote



EC9901 | econscious Grove Rolltop Backpack



SW2100 | Swannies Golf Men's Barrett Embossed Polo

What is Recycled Cotton?

Recycled cotton, also called regenerated cotton or reclaimed cotton is typically made from pre-consumer manufacturing scraps leftover from garment cutting. It can also be made from post-consumer cotton products that are collected and sent to recycling facilities.

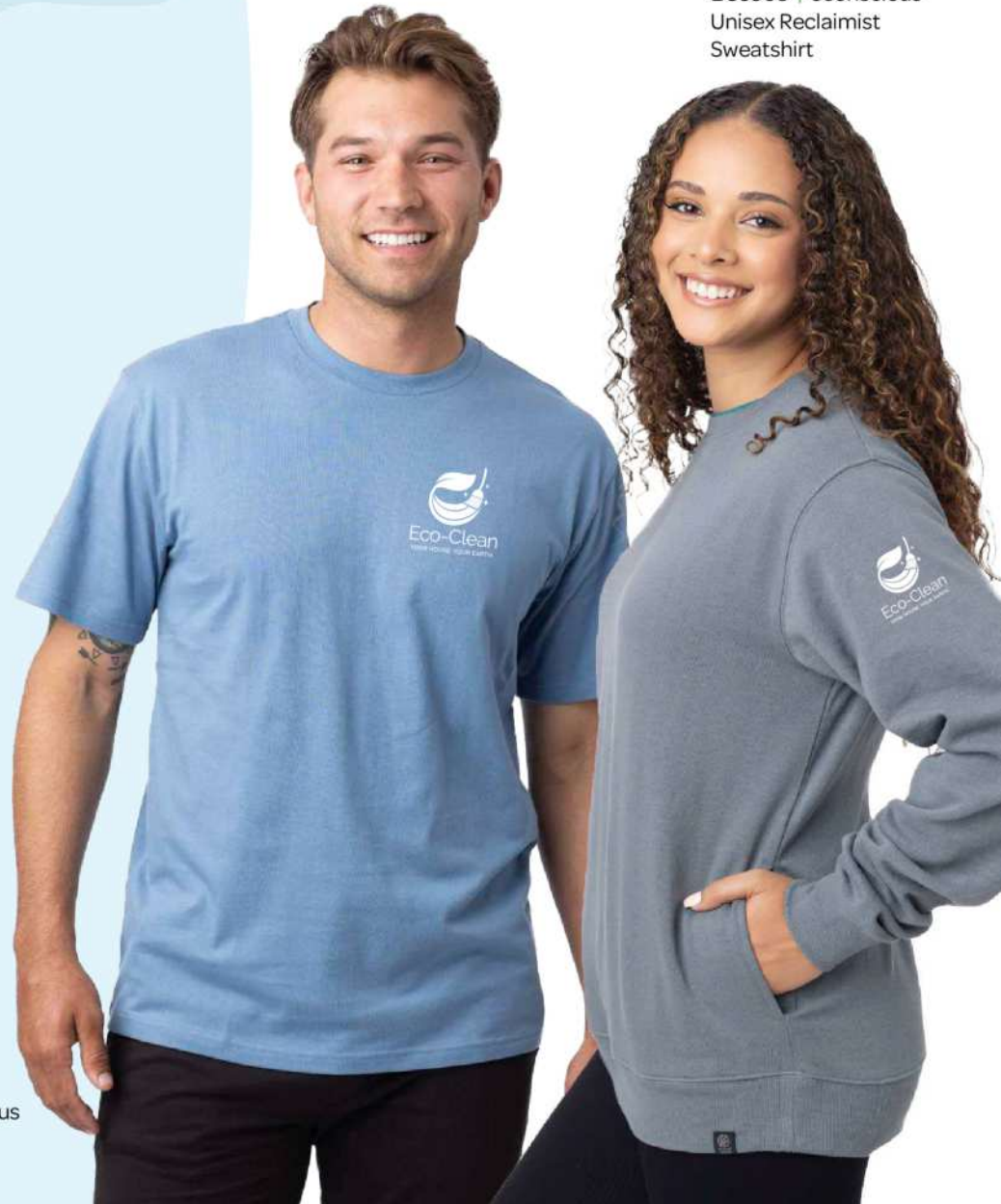
Once at the recycling facility, the scraps are divided by shade of color and composition. Various bales of different shades and composition are created accordingly. Sorting is an important step to avoid re-dyeing of the yarn resulting in a big water savings. Sorters also remove non-recyclable components like buttons and zippers. Then the materials are run through a machine that mechanically takes them back to fibers.

The recycled cotton fibers are typically blended with other fibers like polyester to create a yarn strong enough to be woven or knit into fabric.

 [Learn More Here.](#)

[Shop all Recycled Cotton Products](#)

EC5305 | econscious
Unisex Reclaimist
Sweatshirt



EC1070 | econscious
Unisex Reclaimist
Vibes T-Shirt





EC5300 | econscious Unisex Reclaimist Pullover Hooded Sweatshirt



360A | Threadfast Apparel Titan Heavyweight Reclaimed CVC T-Shirt



EC8200 | econscious Unisex Reclaimist Elemental Tote



EC8205 | econscious Unisex Reclaimist Everywhere Tote



OAD113R | OAD Midweight Recycled Cotton Canvas Tote Bag



EC8207 | econscious Unisex Reclaimist G2G Bag

What is Organic Fiber?

Organic fibers are natural fibers grown without the use of synthetic pesticides (such as insecticides), or herbicides and GMOs (Genetic Modified Organisms) according to the principles of organic agriculture.

Organic agriculture is a production process that sustains the health of ecosystems, soils and people. Cotton, Hemp, and Linen are natural fibers that can be grown organically.



[Learn More Here.](#)

[Shop all Organic Fiber Products](#)

NO PESTICIDES
OR GMO'S



EC8000 | econscious
Eco Everyday Tote

RP102 | Artisan
Collection by Reprime
Organic Cotton Bib Apron



EC7000 | econscious Unstructured
Eco Baseball Cap



EC7093 | econscious Hemp
Blend Trucker Cap



EC1000 | econscious Unisex
Classic Short-Sleeve T-Shirt



EC8015 | econscious Hemp
Blend Market Tote



EC5680 | econscious Unisex Heathered
Full-Zip Hooded Sweatshirt



EC5950 | econscious Unisex Hemp
Hero Pullover Hooded Sweatshirt

Why is USA Grown Cotton Sustainable?

U.S. cotton has always been an innovator in sustainability. With new technologies, precision agriculture, and rigorous fair labor practices, U.S. cotton has led the way to a greener, kinder world for years.

U.S. cotton has also recently launched the U.S. Cotton Trust Protocol which is setting a new standard for more sustainably grown cotton. This science-based, data-driven sustainability program expands the availability of sustainable fibers by capturing quantifiable and verifiable data from sustainable cotton production, while driving continuous improvements across six key sustainability metrics.

 [Learn More Here.](#)

[Shop all USA Grown Cotton Products](#)



64STTM | Russell
Athletic Unisex Essential
Performance T-Shirt





GDH400 | ComfortWash by Hanes
Unisex Crew Sweatshirt



SF76R | Fruit of the Loom Adult
SofSpun® Hooded Sweatshirt



T1000 | Threadfast Apparel
Epic Unisex T-Shirt



5180 | Hanes Unisex
Beefy-T® T-Shirt



RS160 | Hanes Perfect Sweats
Crew Sweatshirt



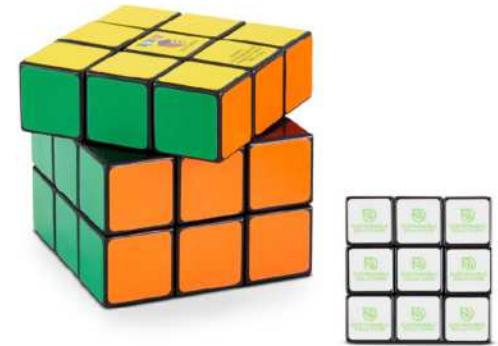
560MR | Jerzees Adult Premium
Blend Ring-Spun T-Shirt

What about Sustainable 'non-fabric' Materials?

Fabrics get a lot of sustainability attention but there are many material types used in promotional products that are responsible, renewable and recycled. Some examples are recycled plastic, paper and stainless steel.

Quick growing natural materials like cork and bamboo are also considered in designing sustainable products. There are even leather-like materials made from recycled coffee waste.

[Shop all Sustainable 'non-fabric' Products](#)



PL-4685 | Rubik's 9-Panel Full Stock Cube



EC9801 | econscious Coffee Refillable Journal

RECYCLED COFFEE WASTE





M006 | Harriton Ground
Notes Jotter



EC9982 | econscious Cork
Massage Ball



EC9843 | econscious Playa
24oz Bamboo Tumbler



LT-4248 | Prime Line Hamptons
Jute Tote



2921DD | Dri-Duck Packable
Duo Pet Dish



EC9802 | econscious Grove Refillable
Bamboo Notebook & Pen

How can Upcycling & Waste Reducing Design be Sustainable?

Upcycling repurposed materials and designing products to replace single use items play a crucial role in reducing single-use plastics and promoting sustainability.

Products are designed to be durable and long-lasting, encouraging repeated use. This not only reduces the need for constant replacements but also minimizes the overall waste generated over time.

Upcycled products often utilize materials that would otherwise end up in landfills. This reduces the demand for new raw materials and decreases the environmental impact associated with extracting, processing, and manufacturing new materials.

Repurposed materials are often chosen for their durability and resilience. Products made from these materials tend to have a longer lifespan than single-use plastics, contributing to reduced waste generation.

Designers focus on creating innovative products that use repurposed materials in unique ways. This creativity leads to functional and beautiful products that customers like and use repeatedly.

 [Learn More Here.](#)





RF011 | Rareform Mini Blake Tote



RF010 | Rareform Blake Tote

△ RAREFORM



Made from Billboards

Billboard vinyls are collected from across the USA and shipped to Los Angeles and Nashville factories where they are sorted by size and material.



Hand-Cut and Uniquely Designed

No fancy technology here. The vinyls are cleaned and hand-cut. Each piece is uniquely beautiful and the bag designers are the artists in this process.

What are Carbon Offsets?

Carbon offset programs allow individuals and companies to invest in environmental projects around the world in order to balance out their own carbon footprints. The projects are usually based in developing countries and most commonly are designed to reduce future emissions. This might involve rolling out clean energy technologies or other programs that work by soaking up CO2 directly from the air through the planting of trees.



Green Story is a sustainability platform that enables brands to accurately measure and communicate the environmental impact of their products and offset their carbon footprint.



[Shop all Carbon Offset Products](#)



SWC100 | Swannies
Golf Unisex Camden
Hooded Pullover



M500 | Harriton
Men's Easy Blend™
Long-Sleeve
Twill Shirt with
Stain-Release



M348 | Harriton Men's Advantage
Snag Protection Plus Polo



M386W | Harriton Ladies' Flash
Snag Protection Plus IL Colorblock Polo



M118 | Harriton Charge Snag
And Soil Protect Unisex T-Shirt



SW2200 | Swannies Golf Men's
Tanner Printed Polo



M786 | Harriton Men's Flash
Snag Protection Plus IL Colorblock Quarter-Zip



M586 | Harriton Men's Flash
IL Colorblock Short Sleeve Shirt

Why is Give Back Sustainable?

Through giveback programs, companies commit to donating a percentage of their profits, products, or services to charitable organizations or community projects. Companies choose to support causes that align their social sustainability efforts with their values and the interests of their employees and customers.

[Shop all Give Back Products](#)



LAT Apparel also believes in the importance of giving back to the communities in which we work and live. Since 2007, LAT has been a proud supporter of Fisher House® and Children of Fallen Soldiers Relief Fund, Inc. Through donations funded by 2% sales of our CODE FIVE brand. Both charities serve a vital role in supporting service members and their families.





PUMA Golf is honored to partner with Volition America to deliver patriotic performance apparel and equipment that proudly supports The Folds of Honor Foundation providing educational scholarships to families of our fallen or disabled military heroes and first responders. A collection crafted to embody the spirit of America year-round.



GILDAN®

Gildan is committed to the communities where we work. We seek to positively impact socio-economic development in the regions where we operate through meaningful community programs, win-win partnerships, and employee volunteerism.

Moving forward, and in collaboration with local Gildan teams, we will focus our community investment dollars around three core areas: quality education, good health & well-being and protection of natural resources.



JERZEES®



Fruit of the Loom's Threads of Change is our global program to support organizations providing essential services to people in times of need, from educational assistance to disaster relief. We provide support through three vital programming streams: product donations, community giving and volunteering.

In 2021, we established a new goal for our Threads of Change program: to reach three million people by the end of 2027. We set this goal to measure the impact that our giving has on the communities we serve. We started reporting on our progress in 2022 and are pleased to share we are on track to meet our goal.



Featured Styles from Give Back Brands



3981 | Code Five Men's Realtree Camo Long-Sleeve T-Shirt



3980 | Code Five Men's Realtree Camo T-Shirt



3907 | Code Five Men's Camo T-Shirt

GOLF 



537471 | Puma Golf Men's Volition Camo Cover Polo

GOLF 



537472 | Puma Golf Men's Volition Camo Cover Quarter-Zip

GOLF 



537477 | Puma Golf Men's Volition Skylight Polo

JERZEES.



996 | Jerzees Adult NuBlend®
Fleece Pullover Hooded Sweatshirt

GILDAN



G800 | Gildan Adult
50/50 T-Shirt

GILDAN



G185 | Gildan Adult Heavy Blend™
Hooded Sweatshirt

JERZEES.



29M | Jerzees Adult DRI-POWER®
ACTIVE T-Shirt

GILDAN



G200 | Gildan Adult
Ultra Cotton® T-Shirt

GILDAN



G640 | Gildan Adult
Softstyle® T-Shirt

Can Manufacturing be Sustainable?



At Hanesbrands, we believe it's our responsibility to drive the kind of behavior and actions that will protect the place we all call home. For us, sustainability encompasses products, the planet, and people.

Barron's named HBI as one of the 100 most sustainable companies in the nation for the second year. We earned an A score in the CDP 2020 Climate Change Report.

HBI is also the only apparel company in history to earn the U.S. Environmental Protection Agency Energy Star Sustained Excellence Award.

From our EcoSmart® products, which have turned hundreds of millions of plastic bottles into groundbreaking new fabrics, to our use of sustainable U.S. grown cotton in our iconic Beefy-T and Perfect-T assortments, Hanes is committed to products that are good for you and good for the planet.

 [Learn More Here.](#)

[Shop all Sustainable Manufacturing Products](#)



CO200 | Champion
Adult Packable Anorak
1/4 Zip Jacket





4820 | Hanes Adult Cool DRI®
with FreshIQ T-Shirt



P170 | Hanes Unisex Ecosmart®
50/50 Pullover Hooded Sweatshirt



5250T | Hanes Men's
Authentic-T T-Shirt



S700 | Champion Adult Powerblend®
Pullover Hooded Sweatshirt



5170 | Hanes Unisex
Ecosmart® T-Shirt



P1607 | Hanes Unisex Ecosmart®
50/50 Crewneck Sweatshirt

Can't find what you are looking for?

We will
Create it
For You

Let's Talk

www.y-not.com | sales@y-not.com

