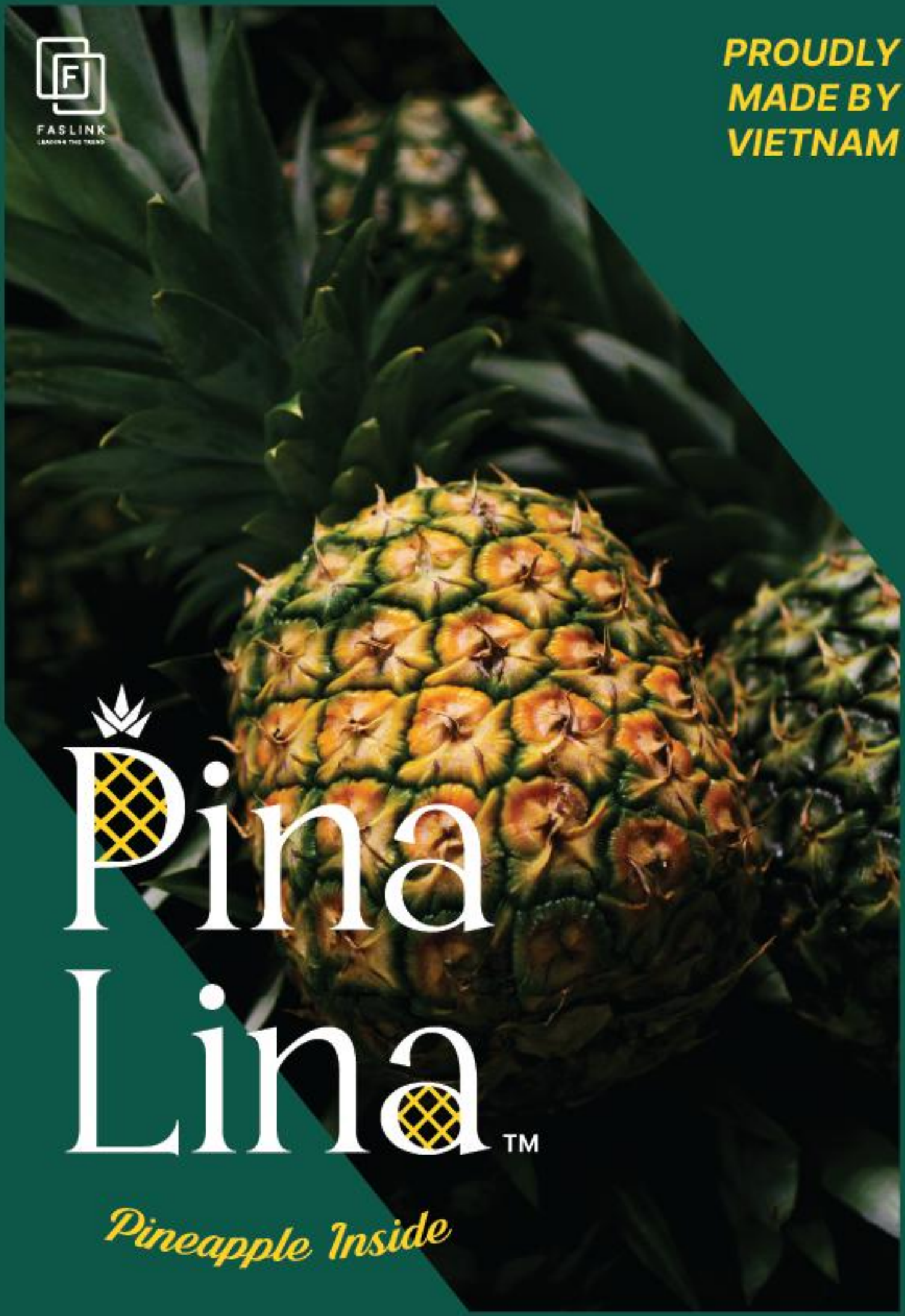

FASLINK
PROUDLY
MADE BY
VIETNAM
Pina
Lina™
Pineapple Inside

Table of Content

OVERVIEW

PinaLina™

PINALINA™ is a high-quality natural fabric line born from the pioneering research and development efforts of **Faslink** in collaboration with its partner, **ECOSOI** — a company specializing in producing pineapple fiber from agricultural by-products.

Pina Lina™

This **entirely natural material** is derived from pineapple leaves — a part of the plant typically discarded after each harvest.

PINALINA™ embodies a groundbreaking transformation of agricultural waste into sustainable resources, marking a new chapter for Vietnam's fashion industry in the era of **Circular Fashion.**

THE NATURAL HERITAGE

PINALINA™ is more than just a name — it is a story that carries forward the natural heritage and sustainable inspiration of from nature.

PinaLina™

+

Refers to ***Pineapple Leaf Fiber*** – a material extracted from pineapple leaves, an agricultural by-product.

evokes the essence of linen — one of the world's oldest natural fibers — symbolizing sustainability, purity, and timeless elegance.

PINALINA = PINA + LINA = NEW NATURAL HERITAGE

While **Linen** is a symbolic material of ancient Europe—noble, rustic, and timeless, **PINALINA™** embodies a new generation of **natural fibers** from Asia: intimate, indigenous, innovative, and deeply human.

The fusion of **Pina** and **Lina** is more than linguistic—it serves as an inspiring metaphor for:

Pina Lina™

Nature's regeneration: pineapple leaves, formerly discarded, have been transformed into a premium material that accompanies people in modern life.

Inheritance of heritage: like linen, **PINALINA™** offers a natural, soft, breathable texture that is gentle on the skin and environmentally friendly.

Technological innovation: Faslink not only replicates a natural material but elevates it through smart textile technology, finishing, and compounding.

In **PINALINA™**, Lina embodies the very soul of the fabric. Pina is a voice that rises from the earth.

When these two elements unite, they form not just a name, but a **new philosophy of life for fashion:**

"Beauty is more than something you wear to show off. Beauty is to live in harmony with nature, embrace responsibility, and coexist with the planet without leaving a burden."

THE STORY OF PINALINA™ BRAND

A Gathering of People Who *"**WANT TO DO SOMETHING MEANINGFUL**"*

Faslink, with **over 17 years** of experience in the **sustainable fashion industry and materials**, is constantly in pursuit of innovations that are "**genuinely new, valuable, and deeply rooted in their origins.**"

ECOSOI, **the pioneering creator of pineapple fibers**, has been diligently **researching** methods to extract fibers from pineapple leaves through **a clean, chemical-free process.**

Fashion brands, designers, and textile chains alike — all united by a shared aspiration to discover materials with soul, tell Vietnamese stories, and introduce indigenous fashion to the global stage.

And then they came together.

In a world confronting climate change, overconsumption, and fast fashion fueling waste, they chose to slow down, delve deeper, and begin anew with the simplest element: **a leaf.**

OUR VISION

PINALINA™
is widely recognized as a ***high-quality natural fabric.***

We want the world to know **PINALINA™ as an original symbol of Vietnam — representing Circular Fashion from Asia.**

PinaLina™

Origin: Pineapple leaves are sourced from Vietnamese farms, as Vietnam is among the leading pineapple-growing countries in Southeast Asia.

Fiber extraction: ECOSOI employs mechanical technology to extract cellulose from pineapple leaves without the use of environmentally harmful chemicals.

Research & development of fabric products: Faslink leads the weaving, finishing, and design application processes to produce materials that boast exceptional aesthetics and align with contemporary fashion trends.

ORIGIN

ECOSYSTEM PINALINA™

PinaLina™

Proudly Developed by FASLINK x ECOSOI

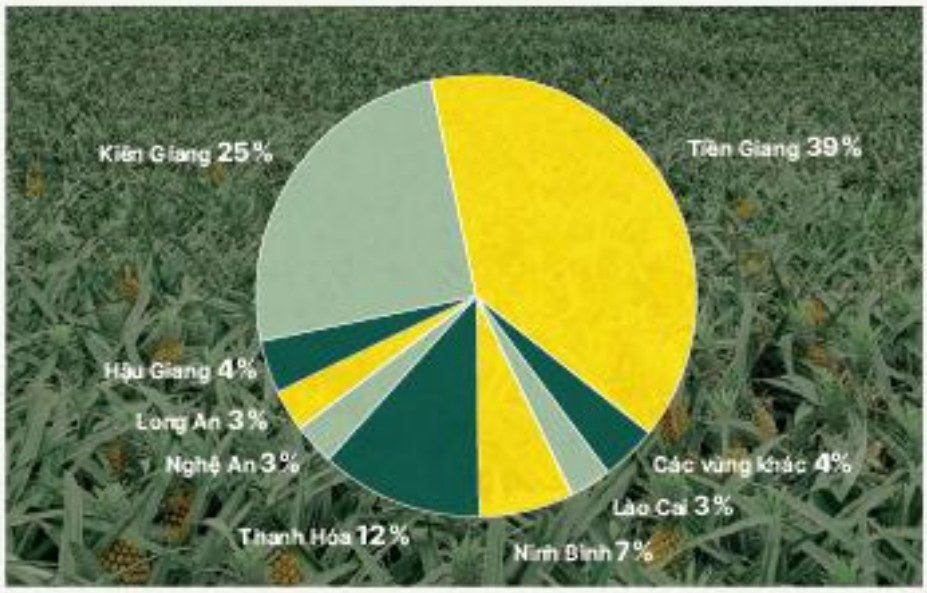
ECOSOI is a pioneer in producing fiber/yarn from pineapple leaves, dedicated to protecting the environment by offering sustainable raw material solutions derived from agricultural by-products.

Producing fibers from pineapple leaves provides a solution to convert agricultural by-products into green materials for the textile and fashion industry. This process optimizes the **use of abundant agricultural by-products**, supports **local farmers' livelihoods, enhances the value** of pineapple **cultivation, and most importantly, reduces greenhouse gas emissions** compared to burning the leaves in the fields.

Currently, Vietnam boasts approximately **47,000 hectares** of pineapple cultivation, distributed across provinces in the **North, Central, and Southern regions.** The southern provinces with the largest areas in hectares of pineapple cultivation are Tien Giang and Kien Giang. In the northern region, Thanh Hoa and Ninh Binh provinces have the largest areas dedicated to pineapple cultivation. The statistics on material zone allocation are illustrated in the following graph:

With the current planting area, **millions of tons of pineapple leaves are discarded each year**, with many farmers cutting, **drying, and burning them in the fields.** Some farmers use **herbicide spraying followed by burning** the **leaves directly in the fields.** Such methods of treating pineapple leaves - agricultural by-products - pollute the **air, damage the soil microbiome,** and allow **toxins to seep through rainwater into groundwater and surface water,** ultimately harming **the ecosystem.**

To protect the environment and make use of existing resources, **ECOSOI** transforms pineapple leaves into fiber - providing **an eco-friendly raw material and solution for a sustainable textile and fashion industry.** ECOSOI's pineapple fiber and yarn production process is **entirely chemical-free** from start to finish. The fibers are separated using mechanical equipment, while the natural resins are removed through a water-based process.



The production process of fibers and yarns from pineapple leaves is as follows:

Harvest pineapple leaves → *Transport to factory* → *Fiber extraction machine* → *Fresh fibers* → *Wash fiber with water & sun-dry* → *Polished pineapple fibers* → *Spinning into yarn*

Pineapple leaves are collected after the fruit harvest, with selected leaves carefully chosen to meet the requirements for pineapple fiber production.

Pineapple leaves are processed using either a mini fiber separator—suitable for household or on-field use—or an automatic mechanical fiber separator for centralized, large-scale production.

The fiber is sun-dried and mechanically cottonized.

The cottonized fiber is then spun using an automatic spinning machine system that can blend pineapple cottonized fiber with other types of cottonized fibers, allowing for product diversification and tailored features such as cotton fiber, ramie (Boehmeria nivea) fiber, recycled fiber, and more—customized to specific proportions.

FASLINK

FASLINK

THE ONE WHO BREATHES LIFE INTO

PinaLina™

As a research, development, and raw material branding unit,

Faslink not only sees a material with great potential but also **a sustainable indigenous economic ecosystem** and a movement toward civilized consumption originating in Vietnam.

FASLINK

- **Realize the material** from laboratory innovation to practical application.
- **Build a brand identity** rooted in culture, people, and the future.
- **Bridge the design community and fashion businesses** to bring PINALINA ® to life in the modern world.

Faslink's strategic role in PINALINA™:

Research and Development (R&D) of application:
Faslink leads the **transformation of yarns into fabrics**, advancing textile processing, finishing, surface treatment, dyeing, and design application to ensure PINALINA™ meets the standards of aesthetics, performance, and wearer comfort.

Brand identity development:
PINALINA™ is more than just a raw material. Faslink is the company that shapes the **brand vision, communication messages, and product architecture**, enabling PINALINA™ to convey a defined **story - image - defined goals** in both domestic and international markets.

Value chain connectivity:
Faslink stands at the core of the value chain, coordinating seamlessly from farms and yarn mills to textile workshops, design studios, commercial partners, and fashion designers. **PINALINA™** thereby guarantees **consistency, traceability, and commercial efficiency.**

Promotion of creativity and sustainable design:
With a network of hundreds of Vietnamese fashion brands, Faslink brings PINALINA™ closer to designers, consumers, and businesses driven by a vision of sustainable development, fostering the creation of **truly vibrant and meaningful collections** from this unique material.

ADDED VALUE OF FASLINK

FABRIC R&D

DESIGN AND APPLICATION

PinaLina™

BRAND AND COMMUNICATIONS

To Faslink, PINALINA™ is more than just a fabric. PINALINA™ serves as a bridge—connecting nature and people, tradition and innovation, farmers rooted in the land, and designers shaping tomorrow's trends.

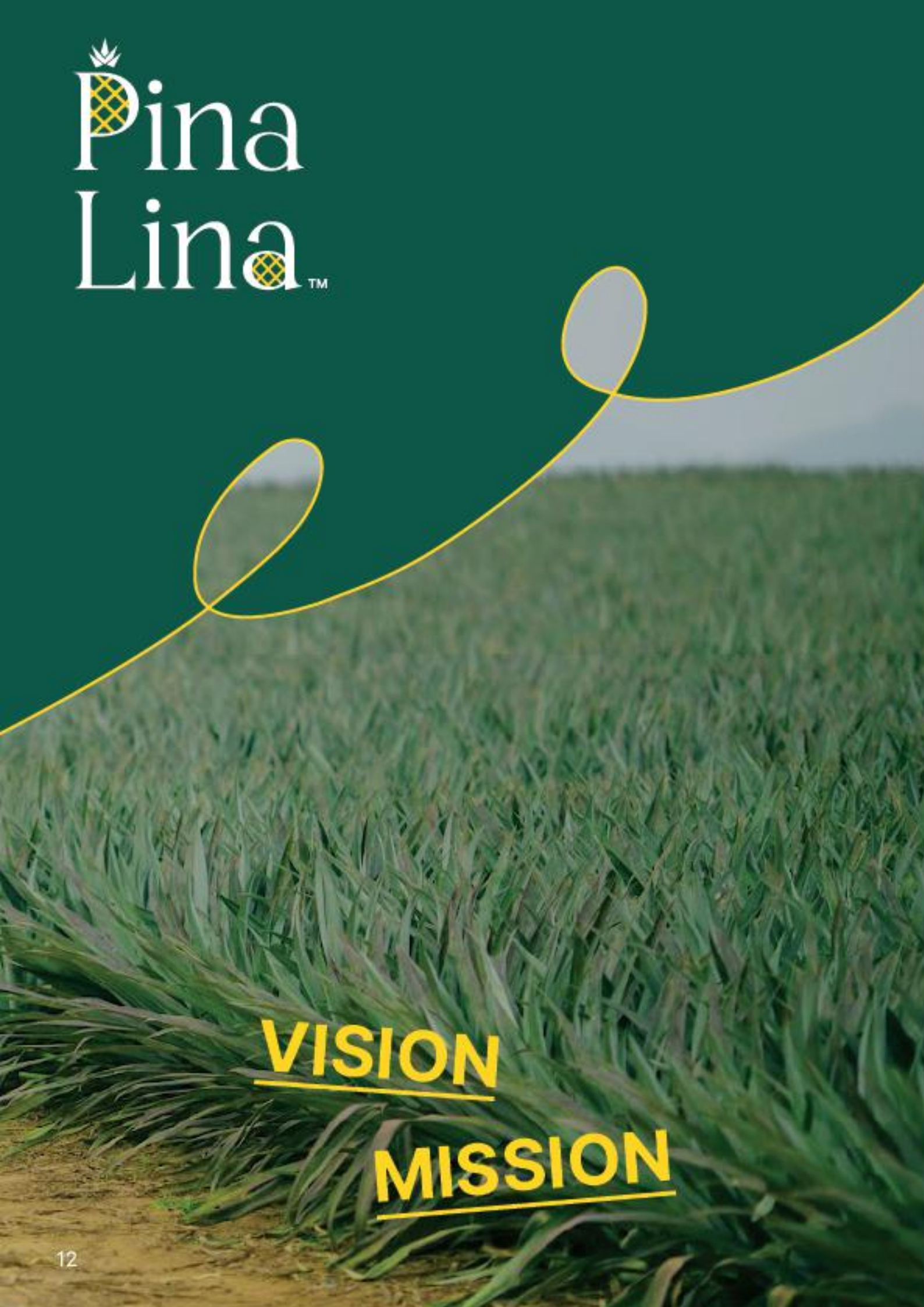
COMMERCIALIZATION

VIETNAM BRAND POSITIONING

PINALINA™ embodies **the essence of responsibility, creativity, and transparency**—three core values that Faslink has steadfastly upheld throughout its 17-year journey pioneering sustainable fashion.

- **A storytelling material.**
- **A journey of value creation.**
- **A new chapter for sustainable fashion.**

Pina Lina™



VISION

MISSION

VISION

Become a global symbol of Vietnam's indigenous raw materials in sustainable fashion.
PINALINA™ strives to redefine the value of agricultural by-products through innovative technology and design, contributing to a future of fashion that is humane, responsible, and inspired by nature.

MISSION

Transform **pineapple** leaves—a once-overlooked agricultural byproduct—into a premium material that embodies aesthetic appeal, functionality, and sustainability.

Create a **green value chain:**
→ From farm
→ Fiber technology
→ Fabric development
→ Design application
→ Inspiring brand

Partner with designers, fashion brands, distributors, and consumers on the journey toward **environmental justice, local economy, and contemporary aesthetics.**

Position PINALINA™ as a symbol of ***"Made in Vietnam, Made for the Future."***

FEATURES

PINALINA™ is crafted from **the cellulose fibers of pineapple** leaves—100% natural and free from harmful chemicals throughout extraction and processing.

NATURAL & FRIENDLY

SUPERIOR BREATHABILITY

Microfiber cellulose structure promotes excellent **air circulation**, delivering a cool and comfortable feel—perfectly suited for tropical climates.

Though sourced from pineapple leaves, the treated fiber boasts a **linen-like surface**, offering a comfortable touch against the skin.

SOFT & GENTLE

PINALINA™ features **consistent absorbency and excellent colorfastness, making** it compatible with both natural and industrial dyes.

HIGHLY ABSORBENT & DYEABLE

UV PROTECTION

PINALINA™ has excellent UV protection, with a **UPF rating of 50+.**

At the end of its life cycle, PINALINA™ fabric **biodegrades naturally**, leaving no harmful residues in the environment.

BIODEGRADABLE

ANTI-ODOR

PINALINA™ features natural anti-odor property up to **95.6%.**

Rooted in Vietnamese raw materials, PINALINA™ embodies a story of green agriculture, responsible fashion, and deep social values.

IMBUED WITH INDIGENOUS CULTURAL IDENTITY

LAB NO: (9625)006-9484
Page 4 of 5

SAMPLE DESCRIPTION ASSIGNED BY LABORATORY

Test Item(s)	Sample description/ Location	Style(s)
1001	GREEN FABRIC	-

TEST RESULT

Transmittance or Blocking of Ultraviolet Radiation through Textile Fabrics

Test Method : AATCC 183-2020
(Original & after treatment followed ASTM D6544 on specimen treatment by 40 washes, machine wash, normal cycle at 41 degree Celsius, tumble dry low, exposure to light 100 AFU)

Test Item(s)		1001
Parameter	**Unit**	**Result**
		Original
Average Ultraviolet Protection Factor Value (Dry Evaluation)	-	
Average UV-A Transmittance (Dry Evaluation)	%	4.038
Average UV-B Transmittance (Dry Evaluation)	%	1.067
Average UV-A Blocking (Dry Evaluation)	%	95.962
Average UV-B Blocking (Dry Evaluation)	%	98.933
UPF ratings		50+
Average Ultraviolet Protection Factor Value (Wet Evaluation)	-	
Average UV-A Transmittance (Wet Evaluation)	%	3.765
Average UV-B Transmittance (Wet Evaluation)	%	1.054
Average UV-A Blocking (Wet Evaluation)	%	96.235
Average UV-B Blocking (Wet Evaluation)	%	98.235
UPF ratings		50+
Conclusion	-	DATA

Note / Key :

">" = Greater than % = percent
nm = nanometer(s) UPF = Ultraviolet Protection Factor
UVA = Ultraviolet A (With wavelength between 315 nm and 400 nm)
UVB = Ultraviolet B (With wavelength between 280 nm and 315 nm)
AATCC TM = American Association of Textile Chemists and Colorists Test Method

UPF Range	Protection Category	UPF Ratings
<15	Cannot classified as sun or UV protective	-
15 to 24	Good protection	15, 20
25 to 39	Very Good protection	25, 30, 35
40 to 50, 50+	Excellent protection	40, 45, 50, 50+

Remark :

- The reported Sample UPF(s) is (are) the lowest positive UPF among the tested specimen(s).

TEST REPORT

TEST REPORT

Vendor:		Age:	ADULT
Fabric Supplier/Mill:		Factory/Manufacturer:	
ITL No.:		Style No.:	
Sample Description:		Country of Destination:	
Color:		Country of Origin:	
Claimed Fabric Weight:		Claimed Fabric Count:	
Yarn Size:		Intended Size:	
Size Range:		PPE No.:	
Saleable/Fiber Content:		End Use:	
Other Tests:			

Product Category:	
Not Registered	INDIVIDUAL TESTS PER VENDOR'S REQUEST FOR FURTHER DETAILS, PLEASE REFER TO FOLLOWING PAGES
Previous Report No.	

TEST PROPERTY	PASS	FAIL	DATA	COMMENTS
Anti-Odor Property – Acetic acid and Ammonia (ISO 17299-2:2014)			X	
Anti-Odor Property – Isovaleric acid (ISO 17299-2:2014)			X	

LAB NO: **(9625)077-0673**
Page 1 of 6

TEST RESULT

Anti - Odor Property – Acetic acid

Test Method : ISO 17299-2 : 2014

Tested Odor : Acetic acid

Tested Item(s) : 1001 GREEN FABRIC

Maximum Limit:	/

Result :

Test Item(s)	Sample Area	ORR (%)	Conclusion
1001	100 cm^2	85.4	DATA

The result of comparison ORR (%) = (B-A)/B× 100

Where

ORR is the odor reduction rate, express as percentage = (B-A)/Bx100%

A: is the average concentration of testing gas with specimen

B: is the average concentration of testing gas without specimen

TEST REPORT

TEST RESULT

Anti - Odor Property – Isovaleric acid

Test Method : ISO 17299-3 : 2014

Tested Odor : Isovaleric acid

Tested Item(s) : I001 GREEN FABRIC

Maximum Limit:	/

Result :

Test Item(s)	Sample Area	ORR (%)	Conclusion
I001	50 cm^2	95.6	DATA

The result of comparison ORR (%) = (B-A)/B×100

Where

ORR is the odor reduction rate, express as percentage = (B-A)/Bx100%

A: is the average peak area of testing gas with specimen

B: is the average peak area of testing gas without specimen

BVCPS Contact information for this report:

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BUREAU VERITAS CONSUMER PRODUCTS SERVICES (VN) LTD.

SURI TRAN
ANALYTICAL LAB MANAGER


Anh dứa
em Thơm
+84
PINALINA


+84
PINALINA

SCOPE AND METHOD FOR

This section defines the scope of the emission reduction calculations and presents the bases for calculating and comparing emission reductions applied in this report.

1. SCOPE

IN VIETNAM
The annual volume of waste is estimated at

2.5 million tons
PINEAPPLE LEAF

Calculate the emission according to the norm

1 TON ≈ **3 TONS**

PINEAPPLE FIBER

PINEAPPLE FIBER
with a composition of 20% pineapple fiber and 80% cotton fiber

The consumption norm when **SPINNING** on the pile system is **35%**

5%
is consumed as waste

30%
of the fiber is used for other stages such as spinning on the OE system or for manual Poonah paper

A

*Study the impact of CO_2 emissions when producing 1 ton of raw pineapple fiber instead of **burning approximately 60 tons of pineapple leaves,** compared **to utilizing pineapple leaves for fiber production.***

1 HECTA → **1 TON** → **3 TONS**

PINEAPPLE GROWING AREA — RAW PINEAPPLE FIBER — **FIBER** [20% pineapple fiber, 80% cotton fiber]

CARBON DIOXIDE

CO_2

1.209 - 1.500

G/KG OF DRY STRAW
(equivalent to 1,209 - 1,500 kg/ton)

CO_2 is the primary product resulting from the complete combustion of carbon present in rice straw. This value varies depending on the carbon content in the straw, which typically accounts for approximately 40–45% of the dry weight. The carbon content in dried pineapple leaves is comparable to that of rice straw.

METHANE

CH_4

0,7 - 4,1

G/KG OF DRY STRAW
(equivalent to 0.7 – 4.1 kg/ton)

Methane is generated as a result of incomplete combustion—typically caused by low temperatures and limited oxygen supply—which commonly occurs in open-air burning. The emission value tends to be higher under humid conditions or when combustion is inconsistent.

NITROUS OXIDE

N_2O

0,057 - 0,19

G/KG OF DRY STRAW
(equivalent to 0.057 – 0.19 kg/ton)

Nitrous oxide (N_2O) is produced through the oxidation of nitrogen contained in rice straw, which typically comprises about 0.9–1.2% of the dry mass.

B

Selection of emission coefficients and calculation of emissions.

EMISSIONS FROM BURNING PINEAPPLE LEAVES: Calculated using the CO_2 emission coefficient, referencing the emission factors for burning straw (IPCC 2019), and select the appropriate coefficient based on the similarities or differences between pineapple leaves and straw.

CARBON DIOXIDE

CO_2

The carbon content in dried pineapple leaves is equivalent to that of straw. Thus, the average CO_2 emission from burning dried pineapple leaves is approximately **1,355 kg/ton.**

METHANE

CH_4

Select the average coefficient of **2.4kg/ton.** Methane is generated as a result of incomplete combustion—typically caused by low temperatures and limited oxygen supply—which commonly occurs in open-air burning. The emission value tends to be higher under humid conditions or when combustion is inconsistent.

NITROUS OXIDE

N_2O

The selected emission factor is set lower than the average, based on the initial assessment that the nitrogen content in dried pineapple leaves is not higher than that in straw. Therefore, the emission factor is selected to be **0.08 kg/ton.**

CALCULATING EMISSION REDUCTIONS

EMISSIONS IN PRODUCTION: The emission coefficients for electricity and water consumption as provided by the Ministry of Natural Resources and Environment of Vietnam are used to calculate the emissions generated during fiber production by accounting for each step in the production process.

In the production process, electricity used for mechanical machines

CO_2 EMISSION
coefficient of
0.804 KG/KWH

THE EMISSION COEFFICIENT FOR WATER CONSUMPTION
is selected as
0,708 KG CO_2/M^3

If pineapple leaves are not utilized for fiber or yarn production, the entire volume of pineapple leaves will be burned.

The reduction in CO_2 emissions will be calculated as the difference between the decreased emissions from burning pineapple leaves and the CO_2 emissions generated from electricity and water consumption during the production process.

In the case where pineapple leaves are used to produce fiber or yarn, although the leaves are no longer burned, the production process consumes a certain amount of electricity and water to separate the pineapple fiber and resin.

2. EMISSION REDUCTION CALCULATION RESULTS

Calculate, summarize, and compare the specific data to determine the reduction in kilograms of carbon for 1 kg of fiber, and 1 kg of pineapple yarn blended at a ratio of 20% pineapple fiber and 80% cotton fiber.

Emissions from burning 12 tons of dried pineapple leaves and emissions generated during the production of 1 ton of raw pineapple fiber, as well as 3 tons of blended yarn composed of 20% pineapple fiber and 80% cotton fiber.

CALCULATION FOR BURNING 60 TONS OF FRESH PINEAPPLE LEAVES, WHICH IS EQUIVALENT TO 12 TONS OF DRIED PINEAPPLE LEAVES

Emission Type	Emission Coefficient (kg/ton)	Reduction in emissions from burning 12 tons of dried pineapple leaves (kg)	CO_2 Equivalent (kg)
CO_2	1.355	16.260	16.260
CH_4	2,40	28,8	720
N_2O	0,08	0,96	286

CALCULATION OF THE CO_2 EMISSIONS RESULTING FROM ELECTRICITY AND WATER CONSUMPTION DURING THE PRODUCTION OF 1 TON OF RAW FIBER

Item	Emission coefficient	Consumption norms (KWH và M^3)	CO_2 Equivalent (kg)
ELECTRICITY	0,804	280	225
WATER	0,708	23	16

Total greenhouse gas emissions converted to CO_2 equivalent: **17.266**

Total greenhouse gas emissions converted to CO_2 equivalent: **241**

➔ TOTAL NET EMISSIONS REDUCTION FOR THE PRODUCTION OF 1 TON OF RAW PINEAPPLE FIBER

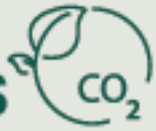
= 17.266 - 241 = 17.025 *(tons of CO_2)*

⇔ TOTAL NET EMISSIONS REDUCTION FOR 1 TON OF FIBER COMPOSED OF 20% PINEAPPLE FIBER AND 80% COTTON FIBER

= 5,675 *(tons of CO_2)*

PRODUCTION
1 TON FIBER
[20% pineapple fiber
80% cotton fiber]

HELPS REDUCE
5.675 TONS
IN THE ENVIRONMENT



⇔
AVERAGE EMISSIONS
OF A CAR TRAVELING
33,382 KM

20.23 TIMES THE LENGTH OF VIETNAM

0.83 TIMES AROUND THE EARTH

PINA-DO CORE TECHNOLOGY

PINA-DO is the exclusive core technology behind the PINALINA™ pineapple fiber production process—marking a breakthrough in sustainable fashion rooted from the origin.

Guided by the philosophy of *"Respect Nature, Protect the Environment,"* **PINA-DO** is built upon a fully mechanical, chemical-free production process that integrates the most advanced textile technologies. **PINA-DO** offers the following key distinctive features:

RAW MATERIALS FROM AGRICULTURAL WASTE - NOT CULTIVATION

PINALINA™ sources its raw materials from post-harvest pineapple leaves, avoiding the need for new cultivation. This drastically reduces the consumption of water, land, fertilizers, and pesticides.

This creates remarkable environmental benefits when compared to conventional natural materials such as cotton or linen which require extensive farming and consume large resources.

HIGH-TECH FABRIC KNITTING AND FINISHING STAGE

Utilize the Thies iMaster H_2O dyeing machine, advanced technology helps save up to 50% water, significantly reducing wastewater compared to conventional dyeing technologies.

Biomass boiler system utilizes renewable energy from biomass fuels, helping to reduce carbon emissions and optimize energy efficiency.

Compact shaping technology enhances fabric strength and maintains shape while optimizing softness and comfort for direct skin contact.

FULLY MECHANICAL EXTRACTION

The PINALINA™ fiber extraction process involves mechanical soaking and fiber extraction without the use of chemicals, ensuring absolute safety for both users and the environment.

Eliminating chemical substances reduces toxic waste, avoids water and soil pollution, and helps preserve the integrity of the natural ecosystem.

Criteria	Bio-based Pineapple Fiber (PINALINA™)	Traditional Natural Fibers (Cotton, Linen)
Origin of raw material	From post-harvest pineapple leaves, making use of agricultural waste	Grown from cotton or flax plants
Farming requirements	No planting or use of arable land	Requires large-scale farming on cultivable land for raw materials
Water consumption	Minimal water use in raw material stage	Highly water-intensive, especially for cotton
Use of fertilizers and pesticides	Not required	Dependent on chemical fertilizers and pesticides
Circularity	100% recycled from agricultural waste	Main products from the farming process
Environmental Impact	Reduce agricultural waste, land and water pollution	Risk of soil degradation and environmental pollution if cultivated unsustainably
Availability	Seasonal, tied to available pineapple source from farmers	Be able to actively cultivated on an industrial scale
Raw material	Low, due to the use of discarded materials	Medium to high, based on cultivation method

BRAND IDENTITY

Integrated Symbol (Letterform Icon)

The letter "P" is crafted with a stylized **golden pineapple eye** at its core – a direct representation of the material's origin. The top of the "P" is shaped into three leaf blades, evoking the image of **pineapple leaves reaching upward** – symbolizing regeneration and green growth.

The final **letter "a"** is designed in harmony with **the pineapple motif** (yellow checkered pattern), creating a circular connection – an allusion to **circularity**, reflecting PINALINA™ 's philosophy of sustainable, closed-loop production.

The PINALINA™ logo is a harmonious blend of **modern design and heritage spirit**, where every detail tells part of the story:
"From discarded pineapple leaves – to a material of Vietnamese identity, reaching out to the world through knowledge, responsibility, and thoughtful design."

Pina Lina™
Pineapple Inside

Primary Logo

Secondary Logo

#0A5649

CMYK : 89-43-71-36
RGB : 10-86-73

#FFD426

CMYK : 1-15-93-0
RGB : 255-212-38

#FFFFFF

CMYK : 0-0-0-0
RGB : 255-255-255

Deep Green (#0A5649): Symbolizes life, sustainability, and the raw authenticity of natural materials.
Pineapple Yellow (#FFD426): Evokes warmth and freshness, while honoring the value of local agriculture.

PRIMARY

Monesta

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
!@#$%^&*()?/.

SECONDARY

Inter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
!@#$%^&*() ?/,.

DO
NOT
USE


plant me!
Pina Lina
HÀNG NĂM
2.5 TRIỆU TẤN
LÁ DỨA
SẢN XUẤT
1 TẤN
XƠ DỪA
GIÚP GIẢM
17 TẤN
RA MÔI TRƯỜNG
41.45
1.7
66,400 KM


Pina Lina
PINEAPPLE INSIDE

SUSTAINABLE RAW MATERIAL TRENDS IN THE TEXTILE INDUSTRY

According to research by McKinsey & Company (2023)

67% OF GLOBAL CONSUMERS
prioritize sustainability
WHEN SHOPPING FOR FASHION

THE GLOBAL SUSTAINABLE FASHION MARKET WAS VALUED AT

$7.5 BILLION *(In 2022)* ⇒ **$15.17** BILLION *(By 2030)*

WITH A COMPOUND ANNUAL GROWTH RATE (CAGR) OF APPROXIMATELY **9.1%**
(Source: Grand View Research)

CONSUMER AWARENESS

Nielsen's 2023 report indicates that

73% OF CONSUMERS ARE WILLING TO PAY EXTRA AMOUNT
for sustainable products

REQUIREMENTS FROM MAJOR MARKETS (EU, US)

The EU has implemented the "EU Green Deal" policy, which mandates product transparency regarding origin and aims to reduce greenhouse gas emissions by at least **55%** by 2030.

Natural fibers
- Organic cotto
- Hemp
- Linen
- PALF

Recycled fiber
- Recycled polyester
- Nylon
- Cotton

New biofiber
- Piñatex
- Tencel
- Modal

POTENTIAL FOR GROWTH

ECONOMIC POTENTIAL OF PINEAPPLE AS AN AGRICULTURAL PRODUCT

1

PINEAPPLE ROOT

Can be processed into organic fertilizer, biomass fuel, straw mushrooms, and enzyme-rich fluid.

2

PINEAPPLE FRUIT

70-80%

of the current economic value, can be used for processed food exports.

3

PINEAPPLE LEAVES

Extracting natural cellulose fibers from pineapple leaves can increase the value of the entire plant by 15–20% when industrially exploited.

4

PINEAPPLE PEELS

Suitable for composting as animal feed, enzyme extraction, or fermentation into pineapple vinegar.

MARKET SIZE AND FORECAST

THE GLOBAL NATURAL FIBER MARKET
IS PROJECTED TO REACH
$77,12
BILLION *(By 2026)*
(Research and Markets, 2023)

PALF is currently in the early stages of development but is estimated to **CAPTURE APPROXIMATELY** **3-5%**

THE NATURAL FIBER MARKET WITHIN THE NEXT 5 TO 10 YEARS,
$2-3
BILLION

MOST POTENTIAL EXPORT MARKETS FOR PINEAPPLE FIBER

EU

Countries such as Germany, France, and the Netherlands—leaders in the sustainable fashion movement—are seeing strong demand for materials with transparent and traceable origins.

USA

The trend of "conscious consumerism" is thriving. Pineapple fiber aligns perfectly with this demand.

JAPAN & KOREA

Consumers place high importance on environmental friendliness, local cultural values, and innovation through the use of new materials.

SELLING POINTS & PRACTICAL APPLICATIONS OF PINALINA™

SELLING POINTS OF PINEAPPLE FIBER (PALF)

High tensile strength, lightweight nature, and excellent breathability

Dyeable and environmentally friendly

Increasingly competitive production costs, driven by the utilization of agricultural by-products

PRACTICAL APPLICATION

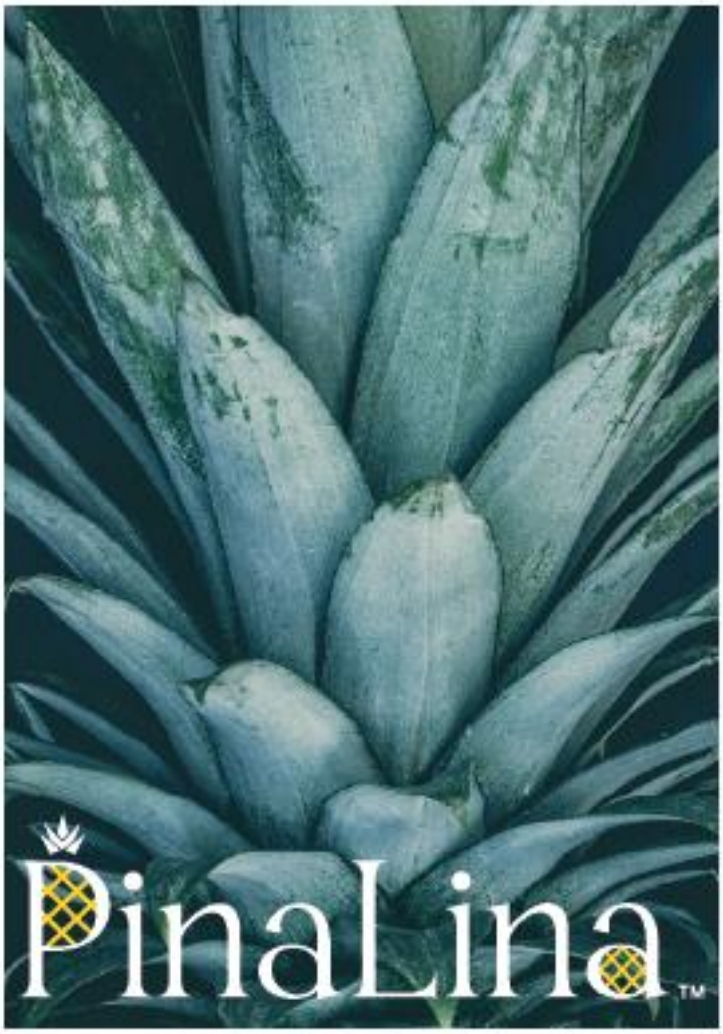
HIGH-END FASHION, SPORTSWEAR

FURNITURE ITEMS AND FASHION ACCESSORIES

MASS UNIFORM AND FASHION MARKET

Made by Vietnam

Made for Future



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