

# TREETOTE

BY  BioApply

**TECHNICAL  
BROCHURE**

1. HANGING A  
CATCH BAG



## **TreeTote: a new standard for sustainable textile packaging.**

Made entirely from responsibly sourced wood fibre and meticulously assembled in Europe, each tote reflects a commitment to quality and the environment.

Born from a simple yet ambitious mission: to offer a practical, stylish alternative to conventional cotton bags, while prioritising our planet.

Read on to discover how TreeTote blends innovation, craftsmanship and sustainability into the perfect tool for your marketing needs.

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## OUR WOOD FIBER

**The TreeTote range** is made entirely from an innovative fiber that has been designed for maximum performance with minimal environmental impact.

**And it comes from wood!**

Every element, from the fabric right down to the thread used to sew the bag together, is made from **TENCEL™ Lyocell**, a wood-based and biodegradable fiber made with highly resource efficient closed-loop technology.

### **A sustainable fiber**

- Renewable source from sustainably\* managed forests
- Closed loop production
- Carbon neutral\*\*

### **A technical fiber**

- Soft on the skin
- Strong and durable
- Moisture management
- Antibacterial

\*FSC/PEFC certified

\*\* Carbon neutral certified



## OUR CRAFTSMANSHIP

Every TreeTote is crafted within Europe to ensure high-quality standards and reduce transportation impact. From the spinning of Tencel fibers into yarn, to weaving and sewing, until the finishing touches, each step is performed with care by experts in their craft.

## TRACE YOUR TREETOTE

Every single item we make bears a QR code which allows users to follow its entire journey from responsibly sourced wood fiber in Austria to meticulous craftsmanship in Poland offering complete transparency every step of the way.



## WATCH OUR VIDEO

<https://treetote.eu/environnement/>



## WEAVING

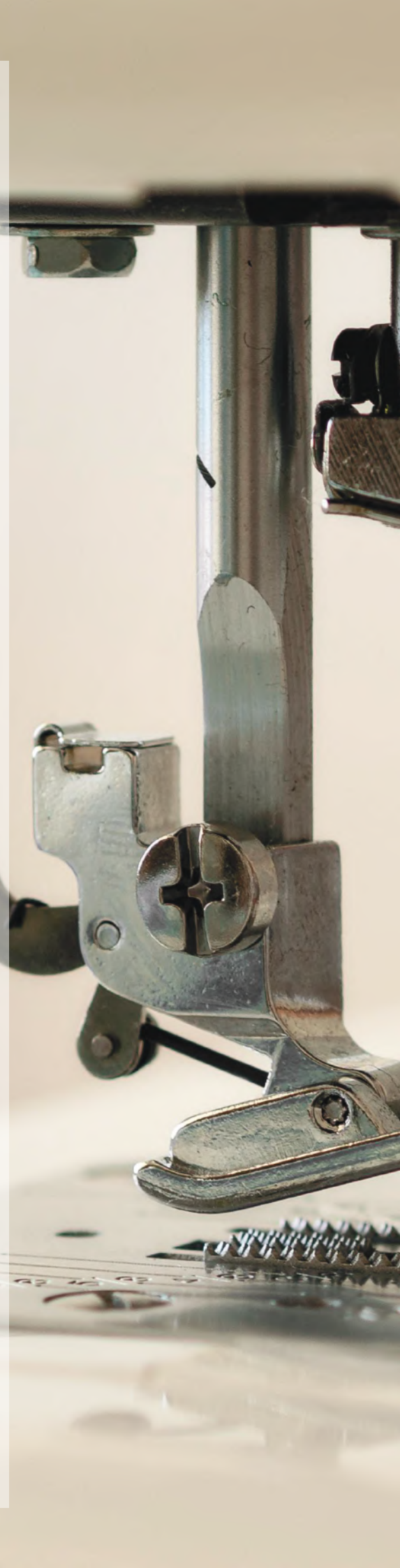
Our Tencel yarn is woven by weaving experts who understand the intricacies of this naturally soft yet durable material. Through precise loom settings and careful attention, they create a sturdy, smooth fabric that creates the foundation for every TreeTote.

## SEWING

Our dedicated sewing craftsmen then meticulously stitch each article for lasting quality. Their attention to detail ensures comfort in carrying and confidence in durability. The sewing thread used to assemble the bags as well as our woven and printed labels are made of the same sustainable fibre as our fabric, making our product 100% Tencel.

## PRINTING

We use traditional silk screen printing techniques that highlight the natural beauty of our Tencel fabric. This method allows us to achieve crisp, vibrant designs, while maintaining an environmentally respectful approach with our water-based and eco-friendly inks.







## FINISHING TOUCHES (on request)

We offer custom additions tailored to each client's needs. Every item undergoes a thorough quality check to guarantee it meets our elevated standards, ensuring a TreeTote you'll be proud to put your name on.

**Embroidery:** for an extra touch of quality, we embroider your logo or design with Tencel embroidery thread, dyed upon request to your color of choice.

**Colored fabric:** for the body of the bag or for details such as lining, pockets or handles, we can dye our naturally white fabric to match your brand.

**Zips, cord and other extras:** sourced with care, putting the planet first in line, we use recycled metal zips, Tencel cord or any other extra elements to create your dream bag.

## OUR MISSION

A truly sustainable tote bag

## WHY MOVE AWAY FROM COTTON?

**Cotton production**, whether conventional or organic, often involves high water consumption, extensive farmland and complex global supply chains, resulting in substantial transportation emissions and limited traceability. Though frequently labeled “natural,” cotton still relies on intensive resources which can involve chemical inputs, highlighting significant environmental costs that are often overlooked.

### Cotton snapshot

- 1kg cotton = 10'000L of water
- World's largest pesticide-consuming crop
- Marine "dead-zones" due to fertilisers
- Global supply chain with limited transparency

**One standard TreeTote alone saves over 1000L of water** compared to a cotton tote bag thanks to its innovative wood fiber base.

## THE TEAM BEHIND THE TOTE

**BioApply began in 2006** its mission to combat plastic bags. Over nearly two decades, **we've prevented the circulation of more than one billion single-use bags**, establishing ourselves as a leader in Switzerland's compostable packaging market. In 2022, we set out to broaden our vision by developing a new line of reusable textile bags. During our extensive search for the most sustainable fibers, we discovered that even widely used "natural" materials like cotton can have hidden environmental costs. After months of research and development, Tencel emerged as the ideal alternative. TreeTote was born.

Learn more at: <https://bioapply.com>





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