

TREE TOTE

BY  BioApply

**TECHNICAL
BROCHURE**

I AM NOT A
COTTON BAG

TreeTote: a new standard for sustainable textile packaging.

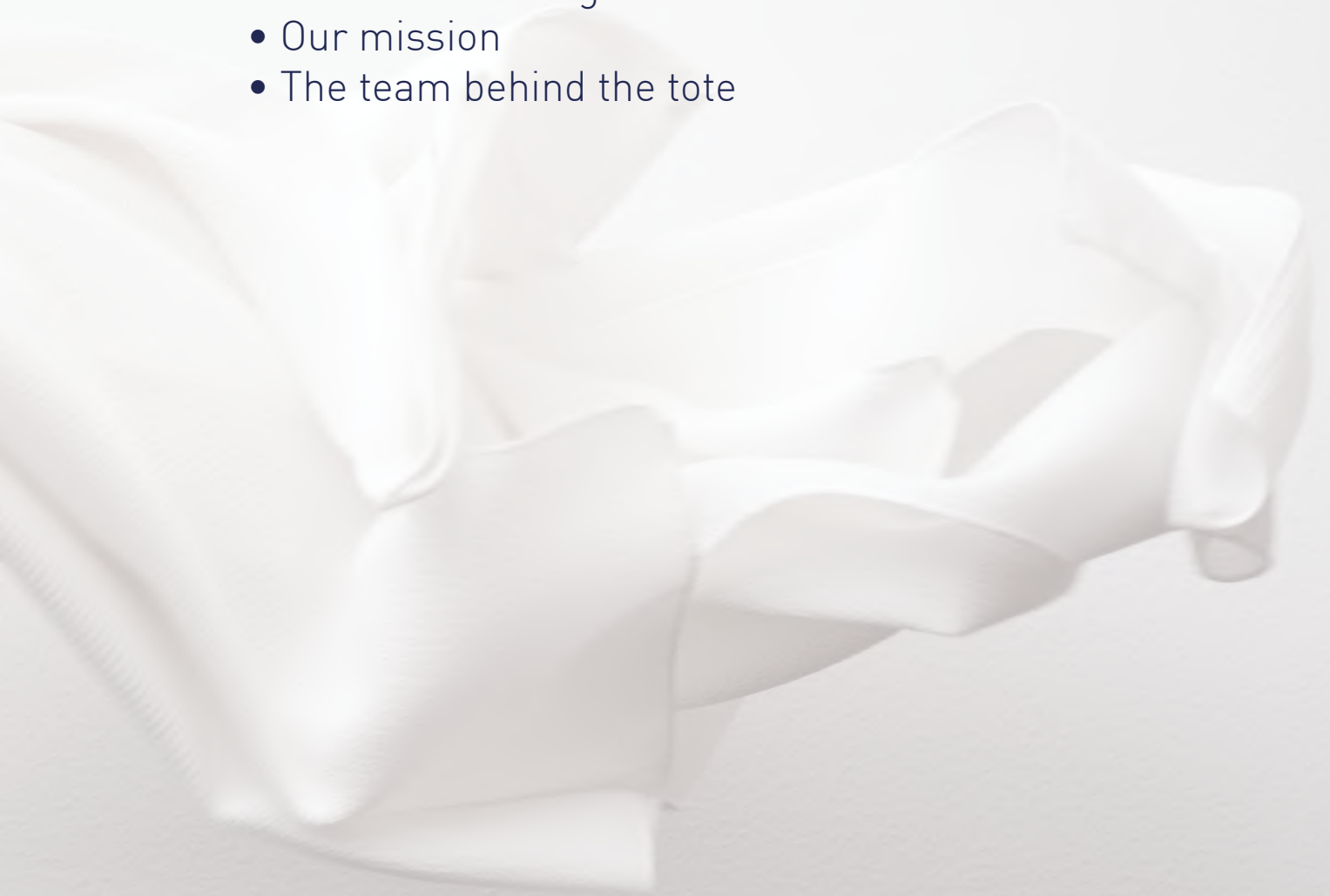
Made entirely from responsibly sourced wood fibre and meticulously assembled in Europe, each tote reflects a commitment to quality and the environment.

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™ Lyocell yarn is woven in Germany by SETEX, a European textile specialist since 1990. Thanks to precise loom settings and experience with this naturally soft yet robust fibre, they produce a smooth, sturdy fabric, the foundation of every TreeTote.

Working closely with SETEX, we develop fabric qualities that meet all customer needs:

Light, durable fabric (160 gsm) for our base range: the best price-performance to showcase your brand with a bag designed for repeated use, our ultimate goal.

Premium-weight fabric (350 gsm) for an elevated hand-feel when you want to go the extra mile for your brand.

Want something special? Our partnership enables custom weaves on request, jacquards, colours, and more.

SEWING

In order to meet every brief, we use two manufacturing approaches:

Automated sewing for laser-straight seams and fast turnaround. SETEX converts fabric into bags to exacting quality standards. Our automated lines can produce many sizes, with or without gussets and labels.

Handcrafted sewing for intricate designs and tailored details. Our workshops meticulously stitch each tote, bringing creative specifications to life with care for the TreeTote mission.

The sewing thread and labels are made from the same Tencel fibre as our fabric, delivering a **100% Tencel product**. Additional elements (e.g., zippers, cords) are sourced to the highest standards, and every component is traceable via the on-product QR code.



BRANDING

We offer a full suite of branding options optimised for Tencel so your artwork looks crisp and lasts.



PRINTING



- **Screen printing (silk-screen)**

Best for spot colours, solids, and bold graphics.
Pantone matching; excellent opacity and durability.



- **DTT (Direct-to-textile)**

Photographic detail directly on the
fabric with a soft hand-feel.



- **DTF transfers**

Great for detailed, multi-colour art and gradients.
Clean edges, consistent results across
runs and reorders.

EMBROIDERY

Premium, tactile finish using Tencel thread to stay true to the material story.

Perfect for logos, monograms, and small motifs.

CUSTOM LABELLING

Woven or printed Tencel labels: inside care labels, external brand tabs, hangtags.

QR code integration for product story, traceability, or campaign links.



SUSTAINABILITY & QUALITY

We use water-based inks and manufacture in the EU to keep supply chains short, while the bag's main components, fabric, thread, and labels, are 100% Tencel. Test prints are available to validate colour accuracy and hand-feel before production.

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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