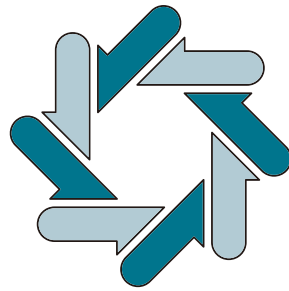


ecoblueTM



RECYCLED POLYESTER FIBER

ecoblue™



RECYCLED POLYESTER FIBER

The Future of Recycled Fiber

ECO BLUE™ is a recycled polyester yarn made from used plastic bottles. It represents Chori's approach to creating new value through discarded plastic bottles by incorporating its various ideas and technologies. We believe that our ongoing efforts in this area will make a difference in tomorrow's society. ECO BLUE™ will advance together with all of society in protecting our planet.



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COMES FROM THE WHOLE SUPPLYCHAIN.

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Major challenges facing the apparel industry



The apparel industry emits approximately 2.1 billion tons of greenhouse gas emissions per year.

FY21 Nike Impact Report



The apparel industry consumes approximately 93 trillion liters of water per year.

United Nations Information Centre



Every second, one truckload of clothing is incinerated or disposed of in landfills around the world

United Nations Environment Programme (UNEP)

Environmental destruction, an issue that has been the focus of much attention in various industries in recent years, has also become a major concern in the apparel industry. In the process of creating new garments that respond to current fashion trends and consumer needs, huge amounts of greenhouse gases are emitted and large amounts of water are consumed. In addition, a substantial amount of unsold clothing is discarded without ever being worn.

Striving for a New Normal

As the apparel industry intensifies its global sustainability efforts industry-wide, we must also think about how we can ensure that current and future generations can enjoy fashion. Based on the realization that the clothing we continue to make is linked to environmental destruction, we must change our perceptions of what is normal.

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Helping Resolve Environmental Issues with ECO BLUE™

ECO BLUE™, recycled polyester fiber made from recycled plastic bottles, was introduced in 2007 and has since continued to steadily evolve in the field of recycled polyester fibers. Each year, approximately 520 million plastic bottles are recycled to produce plastic pellets and yarn. Through the ongoing promotion of our current initiatives, we will make significant contributions to resolving environmental issues and reducing greenhouse gas emissions.

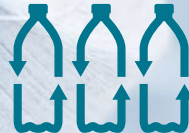
Environmental impacts of ECO BLUE™

<CO₂ emissions per ton of raw material produced>



Petroleum-derived
raw materials
1,578 kg

VS



Plastic bottle-derived
raw materials
361 kg

A 77% reduction in CO₂ emissions

Since ECO BLUE™ contributes to reducing greenhouse gas emissions, the project receives subsidies from the Japan Waste Research Foundation's program to support businesses that take measures to control CO₂ emissions.

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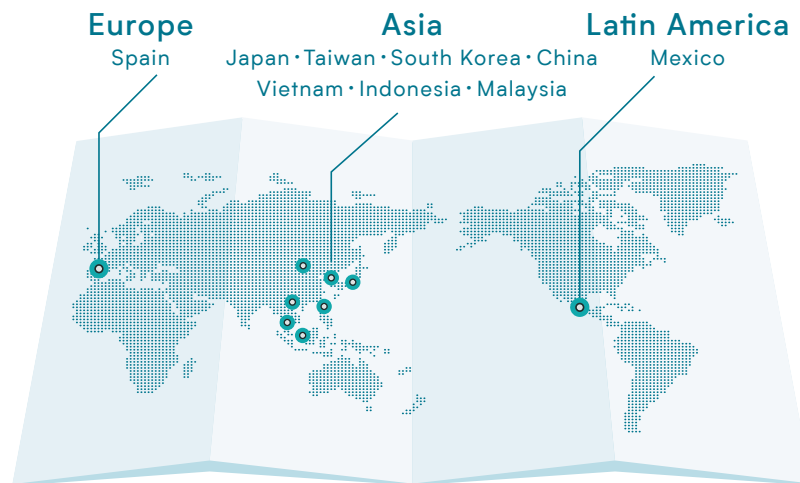
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A Global Supply Chain Tailored to Enhancing Productivity



Chori has developed strong partnerships with major synthetic fiber manufacturers in Asia and other parts of the world and boasts a lineup that covers an extensive range of genres, from standard yarns to differentiated functional yarns. Utilizing our global network of local subsidiaries around the world, we ensure strict quality control through close cooperation between our manufacturers and the managers of our production sites. By combining and fully capitalizing on the sophisticated technologies of partner manufacturers, we produce functional yarns that differentiate us from our competitors.

Addressing Needs Using ECO BLUE™ for a Wide Selection of Products

ECO BLUE™ can be used for a wide selection of products, including long- and short-fiber cotton. Its strength lies in its ability to be combined with Chori's unique high-performance materials that are generated through a global production network to produce yarn that offers value in addition to recycling. Therefore, ECO BLUE™ facilitates the development and proposal of unique materials that cater to various needs.

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Promoting Greater Reuse of Plastic Bottles in Japan through ECO BLUE™

Each year, approximately 21.7 billion plastic bottles are used in Japan and this number continues to rise. The discarded plastic bottles are collected and recycled into new plastic bottles; however, most of them are either incinerated or transported overseas. Under the ECO BLUE™ initiative, plastic bottles discarded in Japan are recycled into polyester yarn to offer new value.

自 Sophisticated Recycled Materials Generated from In-House Facilities

In 2019, Chori formed a partnership with Utsumi Recycle Systems Inc., a leading company in the field of plastic bottle recycling, and established its own recycling plant in Sennan City, Osaka Prefecture. At this plant, discarded plastic bottles that have been crushed and cleaned are converted into fiber raw materials (pellets). Approved for safety by the Food and Drug Administration (FDA), this state-of-the-art facility produces high-quality raw materials that are safe to use in plastic beverage bottles and food trays, in addition to pellets. It boasts the capacity to recycle nearly one billion plastic bottles (around 20,000 tons) per year.



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The ever-expanding potential of ECO BLUE™

ECO BLUE™ is not only used in sportswear, fashion items, and underwear but also in various other items, ranging from curtains and other home interior items to automotive interior.



Creating value from discarded items

We are aiming for a future in which we integrate the use of recycled materials into our daily lives, rather than thinking of their use as a novelty. We will continue offer safety and peace of mind through products that have been transformed from discarded plastic bottles into items with value.

ECO BLUE™-affiliated and -certified organizations



Certified by Intertek Testing Services NA, Inc.
154017-GRS



Clean Ocean Material Alliance



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