

Jack
Wolfskin



SEAQUAL OCEAN PROJECT 2.0

JACK WOLFSKIN extends partnership with **SEAQUAL** – the innovative project that transforms marine litter into high quality recycled products.

Idstein, June 2020 – This summer season **JACK WOLFSKIN** continues its dedicated focus on products made from recycled materials, extending its successful partnership with the Spanish Company **SEAQUAL**. The expanded collection of apparel and accessories features styles for men, women and now also children.

Built upon a successful pilot project with fishing communities along the coast of the Spanish Mediterranean, SEAQUAL® YARN is a 100% recycled polyester fibre that is made from the plastic content of marine waste.

Since the start of the project in 2016, an estimated 600 tons of garbage has been salvaged from the sea, with the **SEAQUAL INITIATIVE** expanding their ocean and beach clean-up programmes into further countries and continents.

SEAQUAL™



„Our mission is to combat marine pollution caused by plastic and help contribute towards a waste-free environment in which to live. For this reason, the SEAQUAL INITIATIVE was developed as a unique cooperation model – supporting the public sector, scientists and researchers, NGOs and the private sector whilst connecting individuals within communities.“ Michel Chtepa. Managing Director, SEAQUAL.

At Jack Wolfskin one of the most important tasks is to avoid manufacturing practises that produce more plastic, instead seeking out recycled materials to design products from. One of a growing number of regenerated fibres used in the JACK WOLFSKIN range SEAQUAL is a further building block in terms of reducing the company's reliance on fossil fuels.

„**The issue of sustainability has always been anchored in the DNA of JACK WOLFSKIN** and we're proud to have been one of the first outdoor brands that SEAQUAL chose to work with. Through this long-term partnership, we can continue to support the efforts of SEAQUAL by making an active contribution, and help raise awareness of the plastic problem with both customers and the industry to inspire change. Simultaneously JACK WOLFSKIN benefit by saving resources on materials and continue to build on the percentage of recycled materials used in our range.“ Daniele Grasso, Vice President of Product and Apparel, JACK WOLFSKIN.

THE SEAQUAL OCEAN PROJECT:

Unified by the name, the SEAQUAL INITIATIVE is a community with a single voice against plastic pollution. Bringing together individuals, organizations and companies, that includes fisherman and textile producers to help clean our oceans and highlighting the heroes working towards the solution.

„By running the SEAQUAL company my management style has completely changed. **The total focus is on making things work for a good cause, it is my 'raison d'être'**. Our next step is the development of a foundation. It will help brands to support specific projects and gain access to more content to enhance the relationship with consumers.

Brands and manufacturers from more than 46 different countries are now involved and commitment to cleaning up our oceans.

However, the time has come for the SEAQUAL INITIATIVE to grow and this is why we have introduced the SEAQUAL INITIATIVE 2.0 which aims to create an unrivalled community of companies that share the same values and are all committed to the same goals that benefit our oceans and the environment.“ Michel Chtepa. Managing Director, SEAQUAL.

More informations: <https://www.jack-wolfskin.com/press/>



PRESS CONTACT:

JACK WOLFSKIN

Ausrüstung für Draussen GmbH & Co. KGaA
Jack Wolfskin Kreisel 1
65510 Idstein

Kerstin Pooth (Director PR & Cooperations)

Sonja Greimel (PR Manager)
Tel.: +49 (0) 177 4954 211
E-Mail: sonja.greimel@jack-wolfskin.com

Sato Feller (PR Manager)
Tel.: +49 (0) 6126 954 135
E-Mail: sato.feller@jack-wolfskin.com

SEAQUAL OCEAN PROJECT 2.0



WATCH THE FILM



THE OCEAN T-SERIES

MEN

SEAQUAL SINGLE JERSEY:

light, supple and elastic cotton fabric and recycled polyester;
60 % cotton (organic);
40 % polyester (recycled)



1



2



THE OCEAN T-SERIES WOMEN

SEAQUAL SINGLE JERSEY:

light, supple and elastic cotton
fabric and recycled polyester;
60 % cotton (organic);
40 % polyester (recycled)



1



2

THE OCEAN T-SERIES KIDS

SEAQUAL SINGLE JERSEY:

light, supple and elastic cotton
fabric and recycled polyester;
60 % cotton (organic);
40 % polyester (recycled)



OCEAN T KIDS £ 22.00