

## *If Your Banners Could Talk...*

*Would they tell you they used to be discarded water bottles? Or were they luxury suits from the disco era? Our banners may have tarnished histories, but their future is bright with ECHOTEX®!*



### *What is echotex®?*

ECHOTEX is a banner and flag fabric comprised of recycled materials. Unlike other recycled products such as cardboard and plastics, the sparkling jewel-like quality of ECHOTEX reflects the sun's rays, illuminating a vibrant gamut of colours, which presents your message and images with dramatic impact.

### *What is echotex® made of?*

ECHOTEX is made from 65% pre-consumer textile fibres and 35% post-consumer PET bottles. These components are shredded, melted, and then formed into new fibres that create the ECHOTEX fabric. The fabric is then treated with a calibrated coating to provide a printing surface with optimal brightness.



### *Why choose echotex®?*

Municipalities and organizations are continually in search of simple and cost effective initiatives that they can implement to reduce their environmental footprint. By switching to ECHOTEX, you can promote a banner and flag program that is **100% Green!**

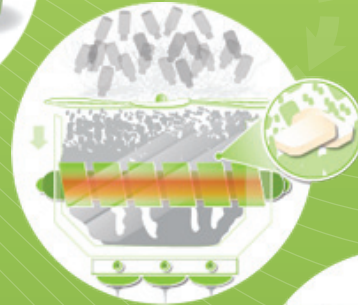
### *Does echotex® cost more?*

ECHOTEX is virtually the same price as non-recycled banner and flag fabrics. Now your organization can **Go Green** and contribute to reducing the eco-footprint in your community, as well as supporting and building a sustainable environment.

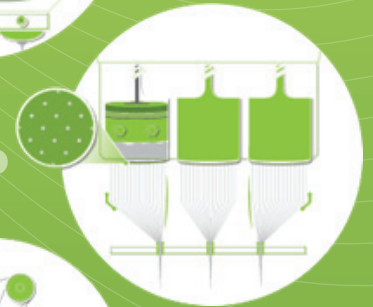
**1** 35% PET bottles & containers and 65% polyester textile industry waste is collected.



**2** Plastic pieces from the bottles and shreds of fabric are melted and collected.



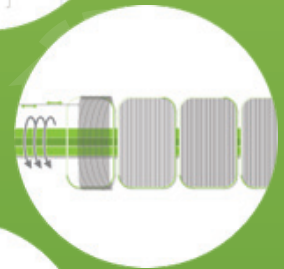
**3** The melted mixture is pushed through the extruders into fine thread that is then twisted together into single yarn.



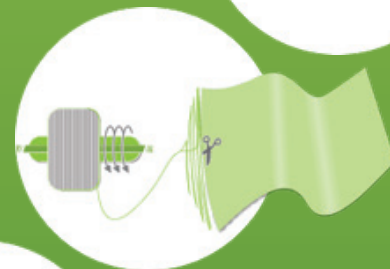
**4** The yarn is stretched to large spools.



**5** The spools are wound and weaved to sheets.



**6** The woven sheets are made into a continuous roll.



**7** The roll is then coated for the correct white point and brightness for printing the bright graphics.

