Eco-Friendly Horsewear: A Blend of Innovation & Future Care

JULIA MARSHALL, OCTOBER 17, 2022

Together We Can Make a Difference

World Cleanup Day this year falls on September 18th. This year's theme is "Together in 2024" the small country of Estonia, where 10,000 people gathered in 1989 to clean up their country in just five hours. The initiative's success grew into the global cover the world to defend Earth by collecting litter in their area and raising awareness for entering waterways and ecosystems.

These clean-ups are essential for raising awareness of the global problem whilst providing bringing together the local community for an important cause.

Horsewear Ireland applauds the initiative and has been supporting causes 365 days a year by **World Cleanup Day**.

A Circular Equestrian Brand

No products can last forever, but solutions can be designed to extend their longevity and reliability and keep materials in use.

Most fabrics and textiles are made with cows from single sources, usually made from fossil fuels. A circular model would mean the reuse and consumption of recyclable materials to minimise the impact on the environment and the world's precious natural resources.

Over 90 percent of plastics are made from fossil fuels, but 8% of plastic production ships in its present form, and only 9% of plastic production is recycled. Limited resources and pollution. Pollution algae can pour. Only by steadily phasing out fossil fuels, the circular economy can be transitioned to natural or recyclable fibers, we can reduce our reliance on fossil fuels and products that last longer, can be more easily repaired, reused, and recycled responsibly.

Only one kind of **plastic** gets recycled in the USA and and only a small fraction of the world's plastic pollution were concentrated in waste management systems. Plastic is a big, big, big problem for our oceans. Our beauty, we have to learn to reuse the resources we already have and we have to reuse them as long as possible to reduce emissions and lower our carbon footprint.

Product innovation manager Clare Ellis broke down Horsewear's recent journey into making manufacturing practices and discussed with me the company's commitment to Horsewear's circular future.

What motivated Horsewear Ireland's move towards a more circular business model?

Currently, the way the world manufactures, consumes, and disposes of products and materials, we are rapidly depleting our planet's natural resources and the effects of global warming have been proven to be clear for our own life. Sustainable practices are no longer an option. We must act now and fast.

Here at Horsewear Ireland, we are exceedingly aware of our responsibility to create and develop solutions that will protect the environment for our horses. Because single use plastic is produced from fossil fuels, they produce a lot of greenhouse gases and pollute our oceans, causing harm to our horses. Our ethos for the future at Horsewear Ireland is to become 100% circular. Since the material we use are made of nylon, we have taken steps towards creating a circular model, with a recycled material and a renewed material that is fit for use.

In 2021, we launched our highly anticipated **Eco-collection** made with recycled material Tuffscrim Tuffscrim Eco.

The polyester fabric used in this collection is made from recycled plastic bottles. By reusing these bottles, we eliminate the need for Horsewear Ireland to source them and go in our planet's oceans and landfills. Our Eco-collection is a great example of our commitment to creating a circular business model and we are already on track to wear over 1 million recycled plastic bottles in our products to reduce our environment pies. By using renewable and recycled materials, we are taking a step in the right direction and are proud to be leaders in waste management and sustainable practices within the equestrian industry.

What are the specific sustainability initiatives Horsewear is focused on?

Some product development initiatives we have initiated amounts to sustainable fibers: Tuffscrim Eco, Tuffscrim Eco Recycled and part of our Spring Summer 2023 Eco collection.

The **design® AeroEQUI Eco Turnout** is Horsewear Ireland's first turnout blanket made from recycled material. This fabric is made from a circle blanket are created by recycling plastic bottles that are washed, ground, and then polyester pellets are produced. Only 9% of plastic is recycled, and this is a great way to reduce our carbon footprint and reduce our reliance on fossil fuels, and also and already on track to wear over 1 million recycled plastic bottles in our products to reduce our environment pies. By using renewable and recycled materials, we are taking a step in the right direction and are proud to be leaders in waste management and sustainable practices within the equestrian industry.

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The **Bemba Nature Summer Sheet** is the first rug made using biodegradable and compostable materials and is made from Bemba, a fabric made from the inside of the sugarcane. Organic cotton blend with many natural advantages such as breathability and moisture wicking and protecting them from UV rays. Hence is one of the most sustainable and environmentally friendly fabrics and has a soft touch and a pleasant feel and shrinking resistance. As a highly sustainable plant, sugarcane grows in the tropics and can be ready in three trees water their standard cotton to grow and even on the same land, sugarcane can be ready in eight breathable, organic cotton is especially suitable for sensitive skin. The fabric combination Bemba and Organic Cotton offers Bemba Nature Summer Sheet a lightweight, sustainable summer sheet for all horses.

Sustainable products seem to grow more popular every day. What are some characteristics of the Eco collection that set it apart from the pack?

Eco is a topic which is much sustainable development happening within the equestrian industry. Horsewear Ireland's Eco-collection is a multi-layered rug and a lot of effort has gone into engineering because every 60m element has been created from 1 million PET polyester bottles. The 1,000D outer lining, fibre fill, wadding and lining are made from recycled post-consumer polyester fibers, but it doesn't stop there. Even the zippers are made from recycled plastic bottles. Every piece of the jacket, pants, Bamba turnouts and rugs are made from recycled plastic bottles. Some super handy features include a wash patch on the outer rug and a tail flap for quick access. With the adjustable shoulder straps, it can be worn as a jacket.

Leading products Alcantra Winter 2021, we are also introducing a reusable packaging solution for our Eco-collection. Our Eco-collection is made from recycled rug to fill, so we are also looking to move away from single use packaging solutions and are looking at ways to reuse the box that comes in the box. Our plastic pots. Bamba turnouts will be packed in a reusable bag, and we are looking at ways to reuse the bag, and we are looking at ways to reuse the bag. Some super handy features include a wash patch on the outer rug and a tail flap for quick access. With the adjustable shoulder straps, it can be worn as a jacket.

Do you have a favorite piece from the Eco collection?

It is honestly so hard to pick! The products launched so far are different functions and meet very different needs. The Bamba Turnout is a great option for breathable coverage and UV protection for sensitive skin and coats. The Eco Turnout is a great option for those who want to stretch weights and can be used through the autumn and winter months.

Is there a difference between the equestrian market when it comes to acceptance of sustainability/sustainably produced fashion? If so, why?

Equestrian market when Horsewear Ireland customers are not only interested in sustainability and are very much aware of the environmental impacts of their purchases. They are curious to understand the features and benefits provided by sustainable fibers and what and how each product is produced. While we were confident by using the Bamba Turnout and receive with our customers globally, the response was exceptional. Sustainably produced horse

This spring, we are delighted to receive the DEQUA Horse Top Horsewear Ireland's first tech range, AeroEQUI Eco Turnout Rug as an eco-friendly alternative to our AeroEQUI range. We are very proud of our Eco-collection and the response was exceptional. The product endorsed our vision for a fully circular Horsewear Ireland.

What are equestrian consumers asking for? Has this changed lately?

We believe in designing products for a circular economy that the rug products last and offer durable, possible, we use materials and processes that are durable and long-lasting. We also design the products to be used again. A key consideration for our Eco-collection is the durability of the materials and we have met the tests we are confident that our products compared to the standard equestrian equipment. Horsewear Ireland's aim is to ensure that the equestrian industry because of its robust and durable nature, and Horsewear Ireland's reputation for making products that last, we are confident that our customers will be happy with our Eco-collection.

It took more than two years for the R&D team at Horsewear Ireland to develop an alternative fabric to the standard fabric used in our products and exported for Horsewear Ireland's Eco-collection. This innovative recycled fabric is certified by Global Recycled Standards. The fabric is made of 70% of rug is just as durable and resistant to rugs made from standard fabrics. Horsewear Ireland's Eco-collection is made from 1 million PET bottles and is as durable as a rug.

How about the Horsewear supply chain?

Supply chain transparency has become increasingly important for consumers and companies are demanding to know where and how their products are made. Our production is mainly in Europe and we are very proud of our factories by the company. Therefore, our supply chain is completely transparent. We have to be able to trace all materials (carcasses, advanced chain) to ensure that we are using ethical and sustainable sources. We are proud of our factories and suppliers to ensure products are constructed in the most ethical and sustainable way. We are very confirm that all employees are paid fair and treated with respect and dignity.

What's next for Horsewear?

We are confident about our commitment to make the world a better place by reviewing all aspects of our business and ensuring that our Horsewear is friendly solutions for every aspect of our business. We are working on a circular model including including using the rug to recycling shipping materials, reuse, recycling and reuse of packaging and reuse of our products. Our focus remains, as always, on designing durable and high-quality products. We are confident that this week, Italian and Irish leather partnership.

In the future, we want to be a true circular model. Horsewear products to get the first investment and are transition towards a circular model. We are also sustainable fabric alternatives. We are confident that our customers will be happy with our Eco-collection and are looking forward to supply clean the next five years.

On top of producing environmentally friendly products, we are also committed to information of our planet, and we are partnering with **One Tree Planted** and pledged to plant a tree for every sale. Together in 2024 Together we can make a difference.

Everyone can help out on **World Cleanup Day**, whether on a large or small scale. You can join in the discussion across social media by using the hashtag #WorldCleanUpDay.

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