

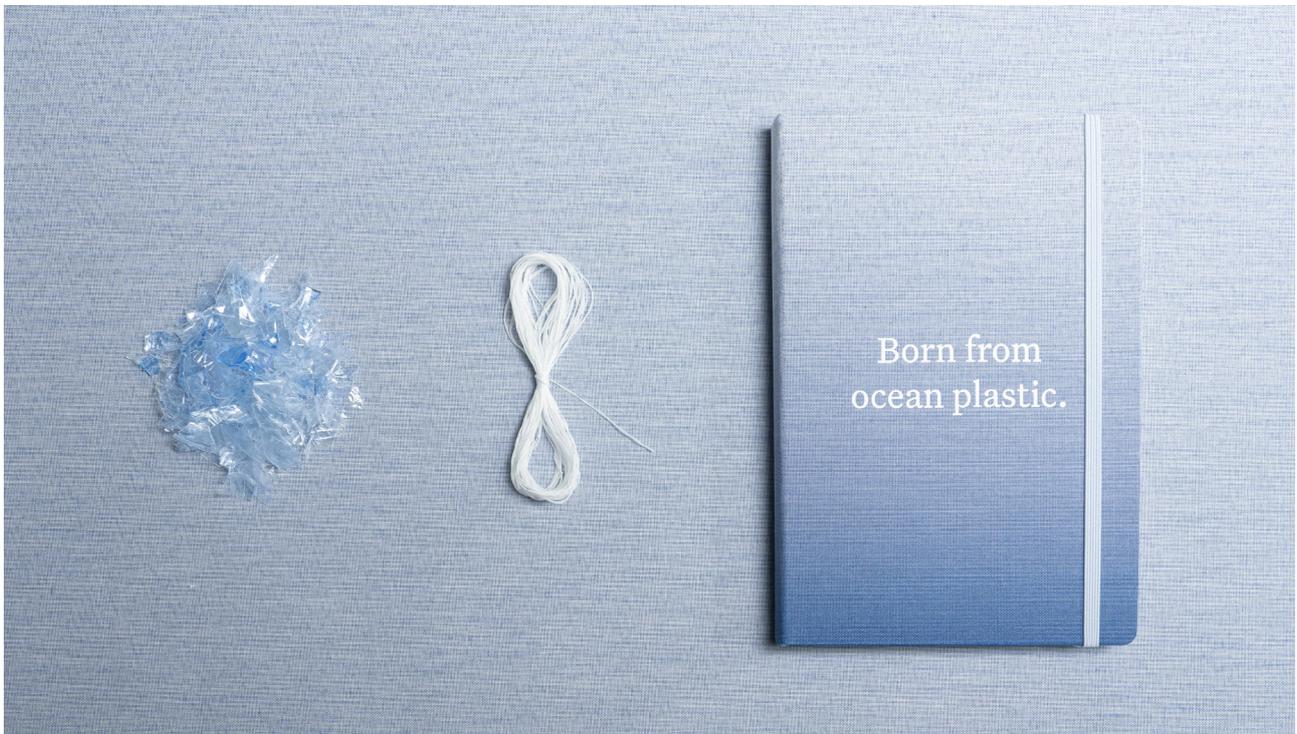


**WINTER & COMPANY**

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since 1892

PRESS RELEASE

# GLOBAL INNOVATION: TOILE OCEAN, THE FIRST BOOK CLOTH MADE FROM OCEAN PLASTIC



From the raw material to the yarn to the notebook, covered with Toile Ocean.

**Basel, July 2021:** Winter & Company, a traditional Swiss company, is launching the first book cloth woven from recycled ocean plastic: Toile Ocean. Sustainability is a major concern for the fourth-generation family-run company. Toile Ocean is produced in collaboration with the Basel-based company tide ocean SA (#tide) and is set to revolutionise the book market.



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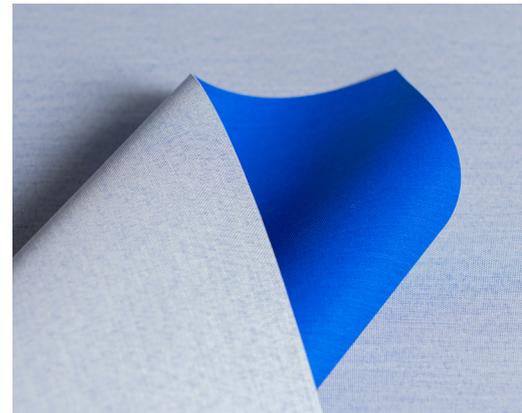


© #tide ocean material

**#tide upcycles ocean plastic  
in the form of chips.**



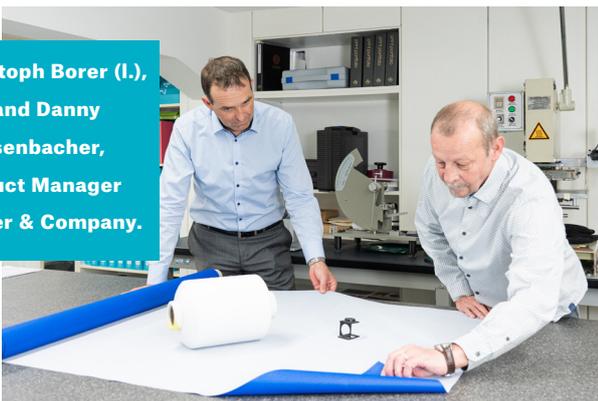
**Toile Ocean is woven from  
ocean plastic yarn.**



**What the new, durable  
Toile Ocean looks like.**

Toile Ocean is a new material woven mainly from recycled ocean plastic. The material's high durability offers numerous possible applications - especially for book covers, which are otherwise mostly made of paper or textile materials. The fabric can also be used as a cover material for hang tags, premium packaging, shopping bags and stationery items. As it is very durable, the material is also suitable for menu cards. It can even be sewn.

**Christoph Borer (l.),  
CEO and Danny  
Grossenbacher,  
Product Manager  
Winter & Company.**



«Our goal with Toile Ocean was to create an attractive book cloth with raw materials that are not common in our industry. At the same time, we wanted a natural look and feel combined with a textile texture and convey a strong environmental message,» says Christoph Borer, CEO of Winter & Company. The product development took about 1.5 years.

1 m<sup>2</sup> of Toile Ocean contains 5.2 PET bottles from the ocean (measured against a 0.5 litre bottle of 14 g\*). If Toile Ocean had been used as the cover material for volume 1 of Harry Potter\*\*, it would have bound around 75 million plastic bottles.

The average run of a first book edition in Germany is about 2,000 copies, which would recycle about 1400 bottles. For every meter of Toile Ocean sold, 1 % of the turnover is donated to clean water projects.



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### WINTER & COMPANY STANDS FOR INNOVATION IN THE BOOKBINDING MARKET

«As a family-run company, sustainability is a major concern for Winter & Company,» says Nikolai Winter, a fourth-generation member of the board of directors. Since 1892, the company has repeatedly served the book-binding market with exciting innovations.

As early as the 1960s, Skivertex®, a durable substitute for leather, was introduced to the European market. In the 70s, Wibalin® Buckram was launched to offer a wide range of paper covers imitating a textile for visual appeal and performance. In the 90s, Ecorel®, a more environmentally friendly alternative to PVC, was offered for the first time. Around the same time, Winter & Company launched Wintan®, a high-quality material made from recycled leather for book covers. And in recent years, the range of FSC™-certified book cloths has been steadily innovated under Toile Canvas and Toile du Marais. «With Toile Ocean, we are going one step further,» says Winter.

The aim is to appeal to brands and customers who want to make a contribution to clean oceans and inspire their customers with long-lasting products.

### PARTNER ORGANIZATION TIDE OCEAN SA

Winter & Company worked together with the company tide ocean SA, or #tide in the development of Toile Ocean. «As a global company, we were looking for a partner who is specialized in the collection and recycling of ocean plastic,» says Borer. tide ocean SA has provided precisely the solution we needed in collaboration with scientists from the Swiss University of Applied Sciences in Rapperswil, has developed a solution for producing granulates and yarns from ocean plastic. The fact that the start-up #tide, founded in 2019, is also based in Basel is a happy coincidence.



Ocean plastic collected by #tide.



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## HOW TOILE OCEAN IS PRODUCED

#tide collects and sorts plastic waste along the coasts of Thailand, the Philippines and Indonesia. This plastic is then mechanically compressed into a granulate in an award-winning process and finally spun into a yarn. This ocean yarn serves as the weft thread for Toile Ocean. The warp thread is now made from recycled polyester (rPET). Toile Ocean is thus woven from 100 percent plastic waste.

The back of Toile Ocean is coated with water-based acryl. It was a deliberate decision not to use a paper coating in order, to keep additional resources to a minimum. This coating is necessary to give the fabric the required stability and impregnation for water/glue permeability.

## ABOUT WINTER & COMPANY

For over 125 years, Winter & Company, based in Basel, has stood for quality and inspiring cover materials for packaging, books, stationery, and visual merchandising.

What began in 1892 with the founding of a joint company by two brothers today represents a globally active company in its fourth generation. With a spirit of innovation, commitment to the environment and society as well as decades of experience, Winter & Company offers its customers a unique range of creative and high-quality products.

Winter & Company is committed to the UN Global Compact Convention and is a member of the Swiss Network (GCNS).

[www.winter-company.com/en](http://www.winter-company.com/en)

Winter & Company  
based in Basel.





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## ABOUT TIDE OCEAN SA

tide ocean SA emerged from the Swiss watch industry. Together with selected international organizations and Swiss scientists, the start-up has found a solution for returning single-use plastic that pollutes the coasts and the sea to the cycle. New products are made from plastic waste collected on islands and beaches.

In addition, with the Institute for Materials Technology and Plastics Processing (IWK, University of Applied Sciences of Eastern Switzerland) in Rapperswil, #tide has developed a solution to offset the damage to the plastic caused by UV radiation and salt water when floating in the sea, thus transforming the waste into high-quality plastic granulate.

Well-known brands from the consumer goods industry use granules made from #tide ocean material®.

## UPCYCLING OF OCEAN BOUND PLASTIC

#tide collects various plastics, not only PET bottles. Even hard plastics like shampoo bottles and plastic buckets can be repurposed for new uses, be it for watches, furniture, electronic devices or car interiors.

PET bottles are used to make thread and yarn for the textile industry: Ocean plastic can be used to make a watch strap, a bag, a windbreaker or a book cloth.

[www.tide.earth](http://www.tide.earth)

\* Ref. Evian bottle 50 cl

\*\* Circulation 107 million copies. A book cover format of 410 × 270 mm is assumed.