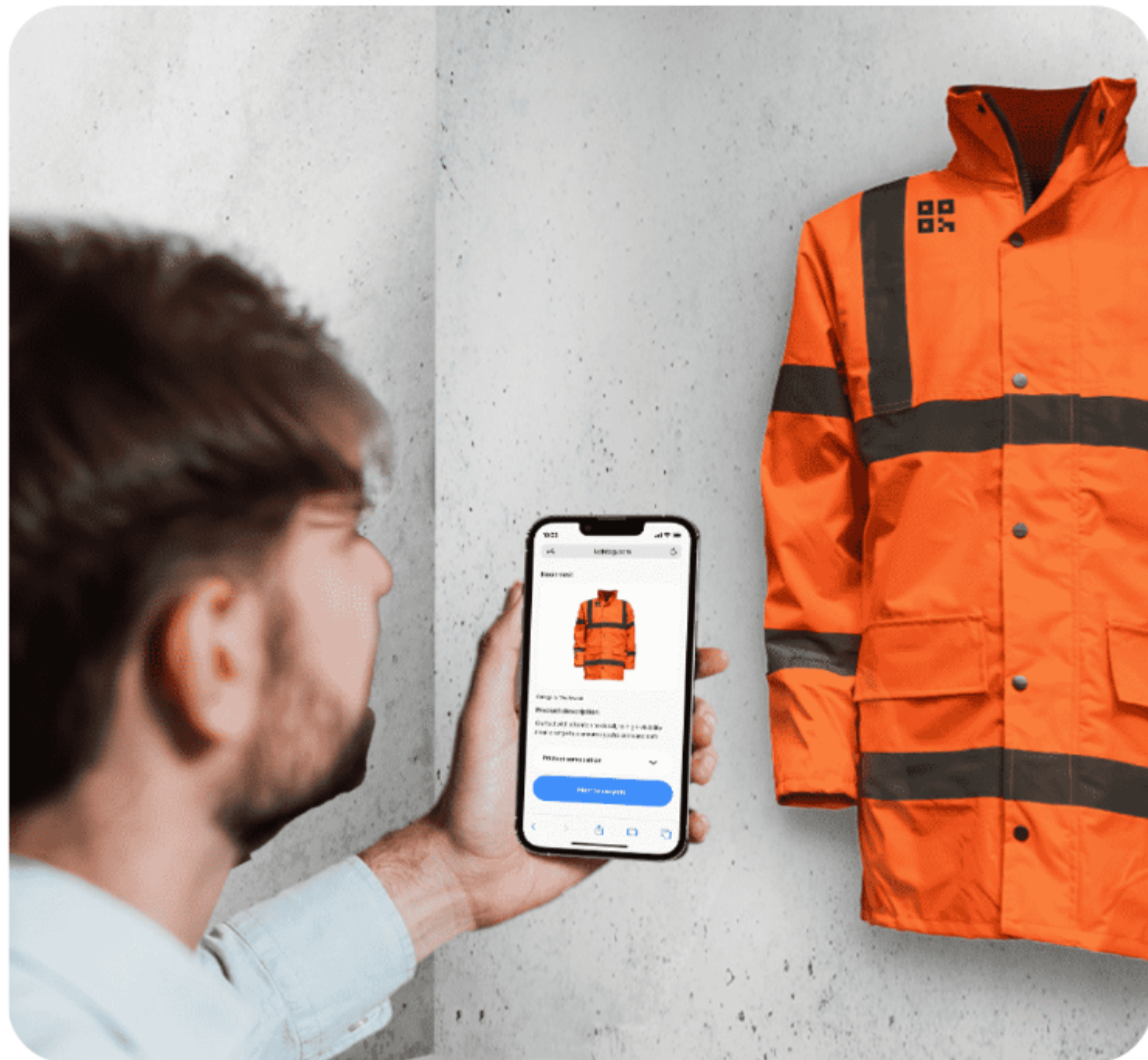


Workwear industry



Context

A company specializing in durable workwear adopts Twintag technology to promote the repair, reuse, and recycling of its garments.



Solution

Digital IDs embedded in workwear provide users with washing and care instructions to extend garment life, options for refurbishing or donating workwear, and guidance on responsible recycling at the end of its lifecycle. Twintags, tailored to each item, enable selective, efficient, and cost-effective return, reception, and sorting processes, paving the way for new sustainability initiatives.



Outcome

This approach significantly reduces textile waste in the industry, encourages the circular use of workwear, and strengthens the company's commitment to sustainability. Customers appreciate the added value and sustainability efforts, enhancing brand loyalty and market position.