

# greenprintbook

AW 22/23



PASSION FOR DENIM  
PASSION FOR LIFE™

CALIK DENIM



**RESPONSIBLE BLUE**



## GREEN PRINT BOOK

The key challenge in the future of textiles is to review the traditional production processes in the light of innovative technologies, growing sustainabilities and consumer demands.

The sustainability issue is currently the largest research area and the biggest objective for companies in a globalized world in constant rapid transformation.

Rethinking the use of resources will add value in our approach to a new aesthetic, redesigning and reshaping the garments and final finishing. For this reason Calik Denim, a dynamic company in continuous evolution, has been following a sustainable path in its collection developments for many years, by creating projects that have marked guidelines and new standards in the denim industry.

GREEN PRINT stands for “ecological footprint”, the indicator used to evaluate human consumption of natural resources with respect to the Earth’s ability of regenerating them. Denim now has a new imprint, ecologically impressed since the primary phase of production and two main colours: blue and green, as a value of respect for the environment.

The GREEN PRINT BOOK collects all of these materials, in a clear and transparent way, always updated with the latest innovations and connected to the intrinsic values of environmental respect for living better in a better world.

**We dream with passion.**

**We live with passion.**

**We create change with passion.**

**We have a “Passion for Denim, Passion for Life”...**

**...to make a positive impact for a better life.**

## THE STORY OF OUR PURPOSE

We have been pursuing a passion... Ever since Calik Denim was founded, we have remained on our committed path of making positive impact, creating and pioneering meaningful change in life, in our industry and in the world we live in. We followed this instinct that had become a part of our corporate culture, the tighter we held it... Up until today, we have sustained and expanded our passion with countless solid steps, collaborations and our keen efforts on truthful innovations.

Walking on our path ever since, as of 2019, we have put our sustainability purpose into words:

**Passion for Denim, Passion for Life...**

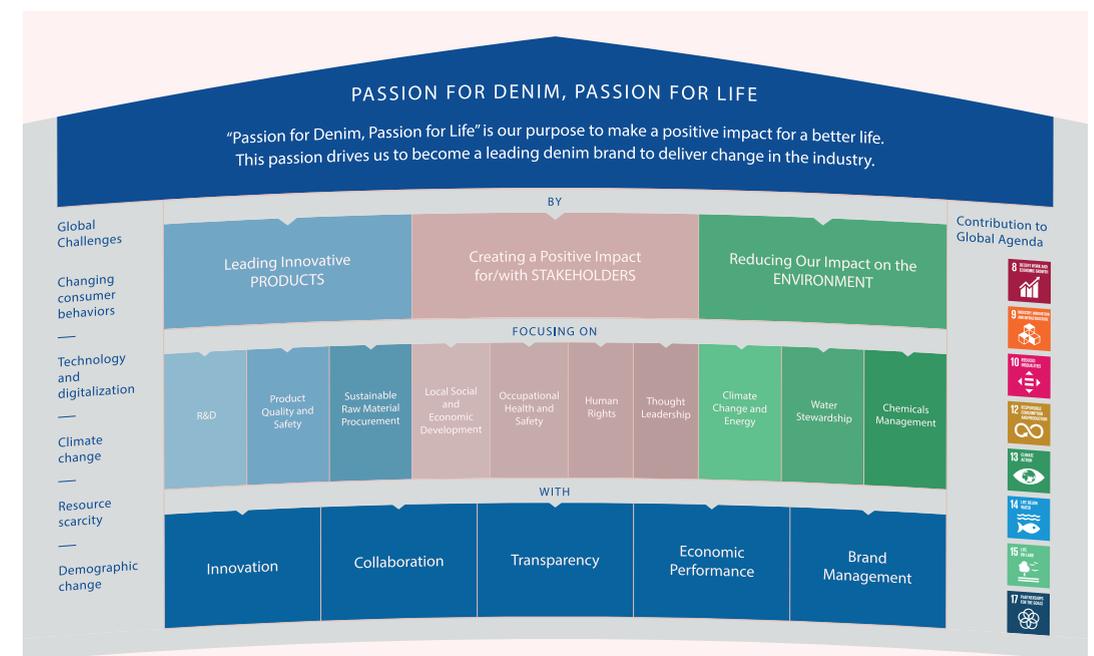
**...is our purpose to make a positive impact for a better life.**

Our aim is making a positive impact for a better life drives us forward to being a leading denim brand, which stands for meaningful change.

Our passion for denim invokes our passion for life, as we are committed to create true value and sustain it for life.

We are committed to achieve our purpose by

- ✓ Leading innovative products
- ✓ Creating a positive impact for/with Stakeholders
- ✓ Reducing our impact on the environment



## Leading Innovative Products

**We are passionate about leading innovation. Because there is always a better way and no innovation is unimaginable.**

Innovation is key to create true value and to sustain it. Innovation is a must to expand our vision. And, as we always grow and go forward as individuals and humanity, innovation is inevitable when we aim to create a better future and a better life.

We are passionate to manufacture sustainable products. We heartfully invest in innovation, to create added-value and eco-friendly products in order to transform the industry for both denim and life, to make a sustainable world possible.

To realize our purpose, we focus on:

- **R&D:** We are passionate to invest in R&D and product development, as it is our priority to overcome the global challenges that our industry is facing today.
- **Product quality and safety:** We are passionate about denim and we are committed to offering our customers high- quality and safe products designed and manufactured in sustainable ways. We ensure end-user health and safety in line with our international standards and highest- level customer satisfaction.
- **Sustainable raw material procurement:** We are passionate about the sustainability of all our operations, beginning with sustainable raw material sourcing, adding value to the transparency and integrity of the entire value chain. We aim to encourage the denim industry to prefer sustainable raw materials in production. We aim to make a positive impact on our industry, in our lives and on the environment that we live in.

## Creating a Positive Impact for/with Stakeholders

**We are passionate about the power of collaboration. All of us can do great things, yet none of us is as powerful as “all of us”.**

Our passion is a means to create positive impact, drive change for our employees, suppliers, customers, business partners and related communities. Multi-stakeholder collaboration on a national and global scale encourages creating true value for/with our stakeholders.

To realize our purpose, we focus on:

- **Local social and economic development:** We are passionate about

creating meaningful change; and this is only possible by contributing to local, social and economic development of the society we serve.

- **Occupational health and safety:** We are passionate to ensure the health, safety and wellbeing of all our employees and subcontractors.
- **Human rights:** We are passionate to sustain respect for human rights and embrace them fully along the entire value chain.
- **Thought leadership:** We are passionate to pioneer thought leadership, knowing well in our essence that each innovation was once an idea; each meaningful change was once a dream; and each step forward in the history of humanity was once a thought...

## Reducing Our Impact on the Environment

**We are passionate about a sustainable world and a sustainable future. Reducing our negative impact on the environment means creating massive positive impact in the world.**

Transforming ideas and inspirations into solid realities have always been a part of our dream. We always carried out a vision and a mission of solidifying a better future to live in. Thus we are committed to minimize our impact on the environment and protect nature through solid acts.

To realize our purpose, we call for a broad coalition of stakeholders to transform our industry into sustainable and low carbon economies; and we invest in innovative tools to create solutions.

- **Climate change and energy:** We are passionate to nurture our world against climate change as we are committed to be sensitive, responsive and adaptable for a sustainable world.
- **Water stewardship:** We are passionate to conserve natural resources by designing sustainable products that require less water and promoting water recycling in our production processes.
- **Chemicals management:** We are passionate about the transformation of denim industry through solid chemicals management; both to ensure the health of the people and to eliminate negative impact on the environment.

As Calik Denim we aim to achieve our purpose with innovation, collaboration, transparency, economic performance and brand management, which are our precious enablers to make positive impact and create change for a sustainable world and for a better life.

# CALIK DENIM 2025 TARGETS

We are passionate about living what we dream and envision. And only when we take solid steps, dreams become reality. Only then we awaken to a better life, to a better future, to a better world.

We are passionate to make positive impact and create change for a better life, which is only possible through solid steps and actions.

We have set goals for ourselves, with 2016 as the baseline, in major 4 categories that we have purposefully defined and embraced: Environmental Sustainability, Sustainable Raw Materials Procurement, Innovation and Thought Leadership and Stakeholder Rights.

## ENVIRONMENTAL SUSTAINABILITY

- Target 1:** Reducing carbon emissions per unit production by 20%
- Target 2:** Increasing renewable energy generation by 10% compared to 2020<sup>1</sup>
- Target 3:** Increasing electricity purchases from renewable sources to %50<sup>1</sup>
- Target 4:** Reducing water consumption per unit production by 30%
- Target 5:** Reducing wastes emerging from production processes by 30%

## SUSTAINABLE RAW MATERIAL PROCUREMENT

- Target 1:** Ensuring that the chemical substances procured are 100% certified<sup>2</sup>
- Target 2:** Ensuring that the chemical substances procured are 95% GOTS certified<sup>3</sup>
- Target 3:** Increasing the use of organic, BCI and recycled cotton up to 60%
- Target 4:** Increasing the number of suppliers subjected to the audits concerning environmental and social issues by 60%<sup>4</sup>

## INNOVATION AND THOUGHT LEADERSHIP

- Target 1:** Increasing the impact of R&D, Product Development and innovation investments on the profitability to 20%
- Target 2:** Increasing the share of the income from sustainable product category in the turnover to 60%<sup>5</sup>
- Target 3:** Increasing the ratio of the investments made in the collaborations based on sustainability strategy *Passion for Denim Passion for Life* in the total investments to 10%

## STAKEHOLDER RIGHTS

### INTERNAL STAKEHOLDER RIGHTS

- Target 1:** Raising employee engagement rate to 70%
- Target 2:** Increasing the rate of employees included in skills management processes to 16%

### EXTERNAL STAKEHOLDER RIGHTS

- Target 3:** Increasing customer satisfaction rate to 80%

*The target updates are based on the targets achieved by the end of 2020.*

<sup>1</sup> The target "100% increase in the power generated from renewable resources as compared to 2018" is achieved. Renewable energy target was revised into two targets in order to differentiate actions between energy production and renewable energy purchasing.

<sup>2</sup> The globally accepted MRSL ZDHC lists version 1 is completed. According to the new published system, the target will now follow list version 2.

<sup>3</sup> New target added in the light of recent global sectoral trends.

<sup>4</sup> The target is revised to 60% after 30% was achieved.

<sup>5</sup> The target is revised to 60% after 20% was achieved.



# Raw Materials

## Recycled Cotton

Depletion of water resources is increasing day by day. Cotton is known as one of the most water consuming crops.

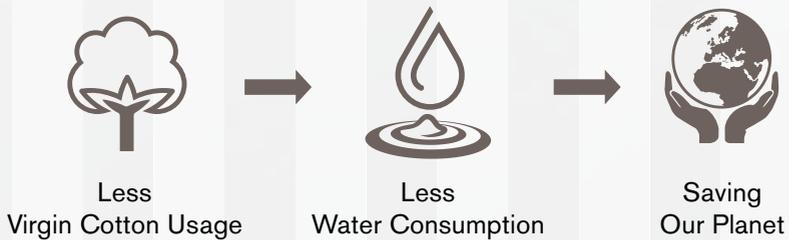
Since the main raw material in denim manufacturing is cotton, Calik Denim engineers developed denim fabrics by using recycled cotton in the composition of articles to contribute water saving.

### Manufacturing Process of Pre-Consumer Recycled Cotton Yarn at Calik Denim Mill



## Post-Consumer Recycled Cotton

Calik Denim also uses post-consumer recycled cotton for its products. This special cotton raw material has Global Recycled Standard certificate.





## Recycled Polyester

### **REPREVE®**

Repreve® Recycled Polyester is a high-quality recycled fiber that is certified and traceable. The fiber is made from 100% recycled materials including post-consumer PET bottles and post-industrial fiber waste. For the related articles, Calik Denim uses a special yarn structure which contains this post-consumer recycled polyester fiber blended with cotton.

As an additional benefit, this yarn structure creates a micro-climate between the fabric and the human body, offering a thermal comfort to the end-user.

### **NEWLIFE™**

Made from post-consumer plastic bottles, Newlife™ is an excellent quality and certified recycled polyester yarn. This high performance, fully traceable yarn can always be detectable by laboratory analysis and it is completely produced from recycled post-consumer plastic bottles by using a mechanical, not chemical process. Calik Denim produces fabrics also with this special recycled yarn.

An aerial photograph of a lush green forest. A river winds through the center of the forest, creating a natural path. The trees are densely packed and appear to be a mix of deciduous and coniferous species. The lighting is bright, suggesting a sunny day, and the overall scene is vibrant and natural.

## Eastman Naia™ Cellulosic Yarn

Sustainably managed pine and eucalyptus forests and plantations are the source of Naia™. The yarn is manufactured through a closed-loop process where solvents are reused.

Naia has below features;

- skin friendly
- hypoallergenic
- cool touch
- comfortable
- soft
- silky touch
- naturally breathable
- fast drying



## TENCEL™ Lyocell Fiber with REFIBRA™ Technology

In the frame of Refibra™ technology, to produce new virgin Tencel™ Lyocell fiber which is included in the composition of the fabrics and garments, upcycling of cotton scraps (waste of garment production etc.) as well as wood pulp are utilized.

Refibra™ technology, originated from the awarded efficient closed loop manufacturing process of Tencel™ Lyocell fiber, is Lenzing's first initiative for contributing to the circular economy.



## Carbon-zero Tencel™ Lyocell

Within the context of True Carbon Zero, Tencel™ enlarged its fiber offerings to new dimension of sustainability with carbon-zero Tencel™ Fibers.

Carbon-zero Tencel™ Lyocell fiber is produced by reducing carbon emissions and using renewable energy. The fiber is certified as CarbonNeutral®.

By adding carbon-zero Tencel™ fiber to its raw material portfolio, Calik Denim contributes to reducing climate impact.



## Lycra® T400® EcoMade

Lycra® T400® fiber with EcoMade technology combines shape retention feature with sustainability. 50% of the fiber content is made from recycled PET while 18% of it is made from plant based material.

Calik Denim includes also Lycra® T400® EcoMade in its raw material portfolio.



## Organic Cotton

It is not permitted the use of toxic chemicals or genetically modified organisms (GMOs) for organic cotton farming. Organic cotton production supports the health of ecosystems and society since it allows natural processes instead of artificial input. In other words, the mix of synthetic pesticides, defoliants, herbicides and fertilizers that can pollute water and air is not used for the farming of organic cotton.

Calik Denim uses GOTS certified organic cotton harvested from Sanliurfa for its related articles.



## BCI Cotton

The Better Cotton Initiative, the largest cotton sustainability program in the world, aims making worldwide cotton production better for the people who farm it, for the environment and also for the future of the sector.

The production of cotton which is realized by BCI farmers is better measurably for the environment and farming communities.

Calik Denim became a member of BCI in 2013 to help creating more sustainable environment through this initiative.



## Cottonized Hemp

Calik Denim added cottonized hemp to its raw material portfolio as the fiber offers important advantages. Cottonized hemp looks like cotton, in addition it gives the feeling of cotton as well.

Hemp growing supports sustainable production as;

- \* Hemp growing needs very little water
- \* It grows very fast
- \* No pesticides, no herbicides are required to grow
- \* It is so fruitful regarding the amount of fiber per acre of land cultivated

Hemp offers many advantages as a fiber;

- Durability
- Breathability
- UV resistance
- Mold resistance

Calik Denim's related articles include around 20% cottonized hemp in the composition.





## Zero Cotton

To support a reduction in the use of cotton, hence to help water saving, Zero Cotton approach applied by Calik Denim as cotton is the key raw material of denim fabric production.

Instead of cotton; blend of several different fibers of botanic origin such as linen, hemp, lyocell, modal etc. are preferred for the application of Zero Cotton philosophy by Calik Denim.

**Linen:** Provides coolness in hot weather as well as air permeability to make body breathe. In addition, linen fiber is very absorbent, strong and it dries very fastly.

**Hemp:** Promises lightness and absorbency for clothings. It ensures high tensile strength as well. The fiber is perfect for outdoor wear as it has UV and mold-resistant features.

**TENCEL™ Lyocell:** The wood needed for the production of Lyocell fiber is sourced sustainably managed forests. The main properties of Tencel™ Lyocell are softness, smoothness, shiny look, durability, efficient moisture absorbency, breathability and skin gentleness.

**TENCEL™ Modal:** Mainly produced from the renewable source of beech wood, sourced from sustainable forests, Tencel™ Modal fiber promises a pleasant cool feeling on the skin as well as natural softness and smoothness.

# Technologies

Calik Denim developed Dyepro, E-Denim, Denethic, Washpro, D-Clear, Better Dye and Oxygene technologies to make a contribution to the protection of our planet. Thanks to these special technologies, the company offers eco-conscious fabrics to the industry.

## Dyepro

Calik Denim's sustainability-focused new dyeing method Dyepro is completely water free. Besides, no chemical waste occurs during dyeing as the chemicals are reused. Since Dyepro enables significant resource saving, it supports eco-conscious production.



Zero Water



No Chemical Waste

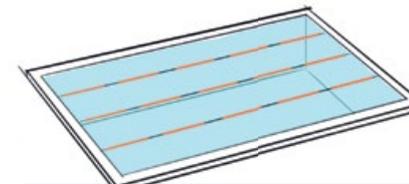


## ANNUAL \* WATER SAVING

**WARP DYEING +  
FINISH w/o OD**

**1.925.000 m<sup>3</sup>**

WATER SAVING



**x770**

OLYMPIC SIZED  
SWIMMING  
POOL \*\*



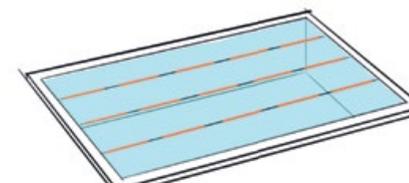
**3497**  
YEARS

WORTH OF  
ONE HOUSEHOLD'S  
TOTAL WATER NEEDS \*\*\*

**WARP DYEING +  
FINISH w/ OD**

**2.200.000 m<sup>3</sup>**

WATER SAVING



**x880**

OLYMPIC SIZED  
SWIMMING  
POOL \*\*



**3997**  
YEARS

WORTH OF  
ONE HOUSEHOLD'S  
TOTAL WATER NEEDS \*\*\*

\*Production capacity considered as 55 million meters of fabric.

\*\*International Swimming Federation (2013). Retrieved February 22, 2021 from <https://www.fina.org>

\*\*\*US Environmental Protection Agency (2016). Retrieved February 22, 2021 from <https://www.epa.gov/>

**RECYCLED COTTON / TENCEL™  
LYOCELL FIBER WITH REFIBRA™  
TECHNOLOGY / COTTON**

**100% RECYCLED COTTON  
+  
RECYCLED PES / TENCEL™  
LYOCELL FIBER WITH  
REFIBRA™ TECHNOLOGY**

## E-Denim

As Calik Denim cares a lot about “Circular Design”, the company invented a yarn technology\* which maximizes recycled fiber content in the composition of the fabrics. As a result of this brand new technology, significant amount of the recycled fiber exists in the core yarn whilst the rest exists in the outer layer of the yarn. This exclusive yarn structure supports high quality production and leads to achieve more premium look fabrics.

\* Patent pending

### THE BENEFITS OF RECYCLED PRODUCTION OVER STANDARD PRODUCTION\*



\*The saving data for fabric produced with the E-denim technology.  
\*\*The International Football Association Board (2020). Laws of The Game 20/21. Retrieved February 22, 2021 from <https://www.theifab.com>

\*\*\*US Environmental Protection Agency (2016). Retrieved February 22, 2021 from <https://www.epa.gov/>

\*\*\*\*J. Chandaria, J. Hunter and A. Williams, 'The Carbon Footprint of Watching Television, comparing Digital Terrestrial Television with Video-on-Demand' 2011 IEEE International Symposium on Sustainable Systems and Technology (ISSST), vol.1, 2011, pp 1-6. Retrieved April 6, 2021.

## Denethic

Denethic technology developed with sustainability approach by considering whole supply chain of a denim garment manufacture, creates significant resource saving values for both fabric production and garment washing steps.

Since there is an increasing tendency to prepare denim garments with as little as possible or even no environmental impact caused by laundry treatments, Calik Denim developed Denethic technology with an innovative approach, offering fabrics with rinse, rinse+enzyme, bleach wash effects.

As the fabrics are produced at the mill with a variety of washing effects, to get clean look garments, comfort stretch articles can be used even as cut & sew.

On the other hand, for those who are looking for heavy wash effects on denim garments to reach vintage denim look, they can get these effects by laundering with remarkable less water, less chemicals and less energy compared to the regular denim fabrics.

Denethic technology featured fabrics are just the right address for new laundry technologies in terms of resource efficiency and achieving target authentic look.

### SAVING VALUES - MILL

DENETHIC FABRIC	WATER SAVING (%)
RINSE LOOK	44
RINSE + ENZYME LOOK	15
BLEACHED LOOK	32

\* Compared to the raw fabric, on which conventional washing processes are applied during manufacturing

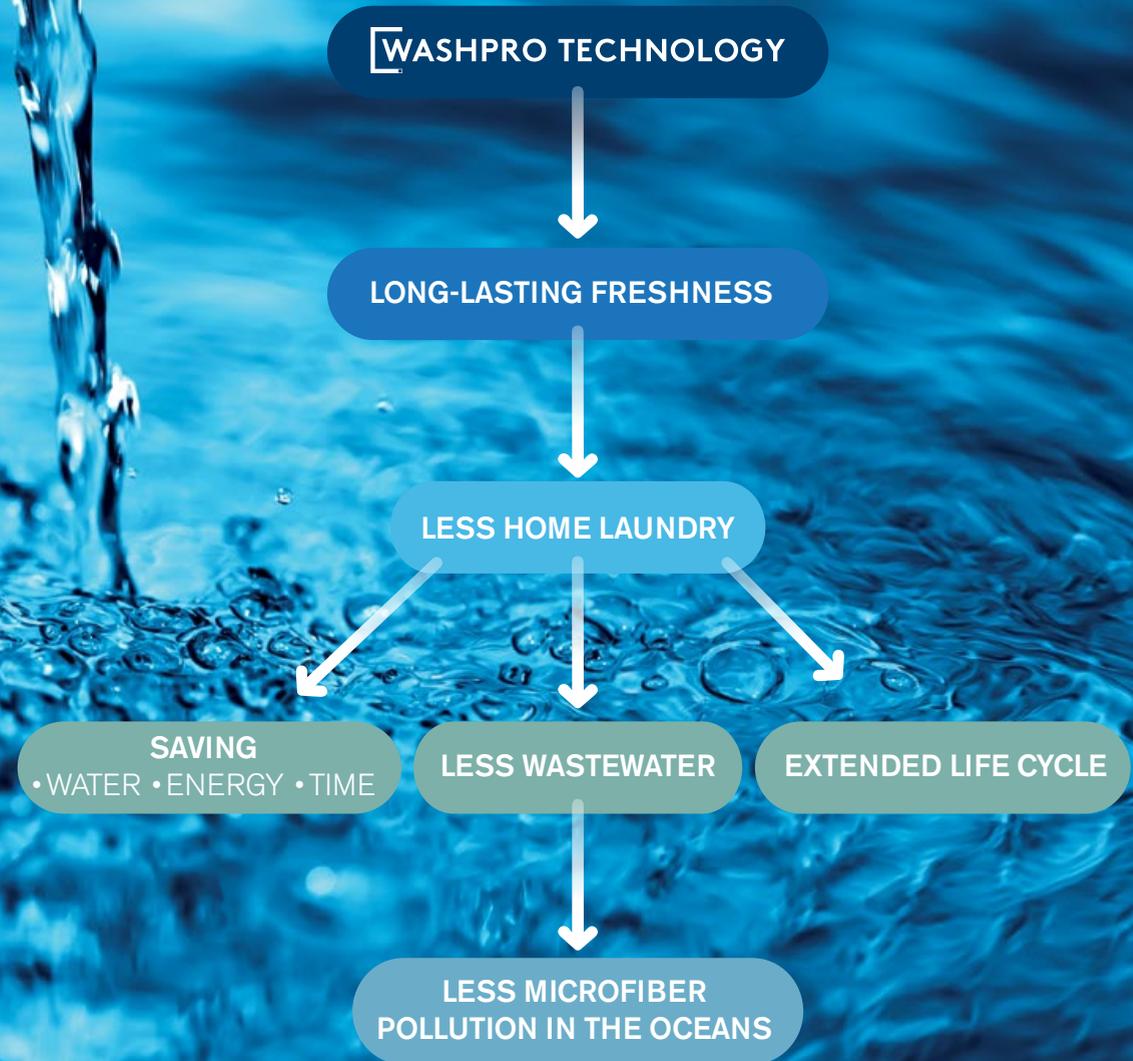
### SAVING VALUES - LAUNDRY

DENETHIC FABRIC	WATER SAVING (%)	TIME SAVING (%)
RINSE LOOK	13	18
RINSE + ENZYME LOOK	13	30
BLEACHED LOOK	35	45

\* When achieving same target look in light shade, in comparison to the laundry data of the garment which was made of raw fabric manufactured with conventional washing processes at the mill

## Washpro

Calik Denim's Washpro technology promises long-lasting freshness for denim garments. Thanks to this advantage, end-users will need less number of washes for their denim garment's life cycle. As each home laundry requires a lot of water and energy, Washpro featured fabrics provide significant saving of resources. Less home laundry leads to extended life cycle for a garment. Besides, Washpro technology helps to reduce microfiber pollution in the oceans since it reduces number of needed home laundries, hence the reason it reduces wastewater amount including microfibers. The freshness feature offered by Washpro is long-lasting even after industrial laundry treatments.





## D-Clear

D-Clear technology of Calik Denim offers considerable saving values for both Indigo / Sulphur Dyeing and Finishing steps of production.

- Decreases water consumption from 10 liters to 6 liters at Indigo / Sulphur Dyeing process per kg of yarn
- Makes possible to use only 9 grams of chemicals per liter at Finishing process instead of using 150 grams
- Reduces water consumption from 6,4 liters to 1,1 liter at Finishing process per meter of fabric

## Saving Values



### Water

**40%** at Indigo / Sulphur Dyeing Process

**83%** at Finishing Process



### Chemical

**94%** at Finishing Process

# BETTER

## Better Dye

Better Dye process is applied at Calik Denim's Indigo Dyeing facility to offer better environmental impact as indigo dyeing is a process which requires considerable amount of water and chemical substance.

Eco-friendly Better Dye process is salt-free and it provides significant reduction of waste water parameters. The process leads to save valuable resources, hence it reduces the carbon footprint of products.

- Reducing Sulphate up to 20%\*
- Decreasing Chemical Oxygen Demand up to 44%\*
- Reducing Suspended Solids up to 8%\*
- Decreasing Water Consumption up to 25%\*\*



Clean



Sulphate-free



Sustainable

\* Compared to dyeing with Indigo VAT Solution + Hydrosulphite

\*\* Compared to dyeing with Indigo Powder + Hydrosulphite

## Oxygene

Calik Denim invented Oxygene technology by considering whole supply chain of a denim garment production. Oxygene makes a reduction for the consumption of the resources at the laundering stage. It offers perfect results (look, touch, colour etc.) and less environmental impact at laundry treatments.

### Perfect Results at Laundry Treatments

- Works extremely well with laser without requiring extra step of cleaning
- Superior ozone wash effects
- Gives the flexibility for application of only laser + ozone without needing extra washing
- Stronger stone wash effects in a shorter time
- At any laundry treatment, offerings are bright look, clear shades, natural casts, soft hand feel and no puckering

### Less Environmental Impact During Laundry Treatments



Less energy



Less water



Less chemicals



Less pollution



Less time

# Certificates

To provide a credible assurance to its customers, Calik Denim makes production certified with below standards.

## EU Ecolabel

EU Ecolabel, acknowledged across Europe and worldwide, aims to support products and services with reduced environmental impact. It is the label of environmental excellence that is issued to products and services achieving high environmental standards throughout their life-cycle: starting from raw material extraction, including production till distribution and disposal.

The criteria of EU Ecolabel was developed by concentrating on the phases where a product has the highest environmental impact. This phase changes from a product to another. With this aspect, the experts aim to reduce the harm given to the environment as much as possible.

To promote circular economy, EU Ecolabel encourages companies to create less CO<sub>2</sub> and waste while production and helps European consumers to detect more environmentally friendly and healthy products and services.

Currently, EU Ecolabel criteria is available for specific product groups and only the products which belong to these groups can be awarded with the label.



## Nordic Swan Ecolabel

Nordic Swan Ecolabelled textiles have to comply with a range of environmental, health and quality requirements.

The fiber production as well as the use of chemicals during manufacturing are core issues for the criteria. By both limiting values and prohibiting some substances that are harmful to health and the environment, the requirements for chemical usage is identified. Thus, the criteria focuses on decreasing the environmental impact of the manufacturing while taking the health of both workers and consumers into consideration.

Nordic Swan Ecolabel also evaluates the quality of the textiles by considering some factors such as colour fastness and shrinkage.



## OEKO-TEX®

Ensuring high level of safety from harmful levels of chemical substances, the Standard 100 by OEKO-TEX® is a global testing and certification system for textile products from the thread to the ready-to-use items.

Several regulated and non-regulated substances which may be harmful to human health are covered in the Standard 100 by OEKO-TEX® criteria catalogue.



## GOTS (Global Organic Textile Standard)

This standard defines requirements to ensure organic status of textiles, from raw materials, through environmentally and socially responsible production till labelling in order to give a guarantee to the end user.

The processing, production, packaging, labelling, trading and distribution steps are evaluated within the scope of this standard.



## OCS (Organic Content Standard)

The Organic Content Standard is a global and voluntary standard providing assurance for materials originating on a farm certified to approved national organic standards. It is used to check raw materials that are grown organically from land to end product.

The OCS aims to increase the production of organic farming.



## GRS (Global Recycled Standard)

The Global Recycled Standard tracks and confirms the content of recycled materials in a final product whilst assuring manufacturing requirements such as social and environmental practices and chemical restrictions.

Increasing the use of recycled materials in products and decreasing the harm resulted by the manufacturing of it are the main purposes of the GRS.



## RCS (Recycled Claim Standard)

Requirements for third-party certification of recycled input and custody chain are identified by Recycled Claim Standard. The standard carries out evaluation and verification of the presence and amount of recycled material in an end product.



## LCA (Life Cycle Assessment)

Life Cycle Assessment is an evaluation method which assesses the environmental impacts and resources consumed throughout a product's/ service's/process' life cycle starting from raw material acquisition, via production and usage steps, till waste management according to ISO 14040/44 standards. All attributes or aspects of natural environment, human health and resources are considered by LCA which is a comprehensive evaluation method.

LCA creates many advantages such as;

- Measurement and management of environmental sustainability of products and production systems throughout several life cycle stages
- Identifying the significant environmental impacts of products at each stage of their life cycle
- Comparison of products' sustainability at production and application of improvements
- Encouraging the demand for products with less negative environmental impact
- Optimization of procurement processes
- Providing confidence for stakeholders

Calik Denim always ensures the accuracy of related data it shares by getting verification for its Life Cycle Assessment studies from independent verifiers.

These verified outcomes of Life Cycle Assessment studies are published as an Environmental Product Declaration (EPD) through the International EPD® System, recording the environmental effects of the product and making it available to all stakeholders.

The EPD is an independently verified document that provides transparent and comparable communication of the environmental impact occurs during the life cycle of the products.



## References

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GOTS Standard - Version 6.0

Global Recycled Standard - Implementation Manuel 4.2

Organic Content Standard - Version 3.0

Nordic Ecolabelling for Textiles, Hides/Skins and Leather - Version 4.12

Recycled Claim Standard - Implementation Manuel 2.2



As a reflection of Calik Denim's eco-conscious approach,  
100% recycled paper was selected for this Green Print Book.



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**CALIK DENIM**

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