



ATLANTIS®

infinite headwear

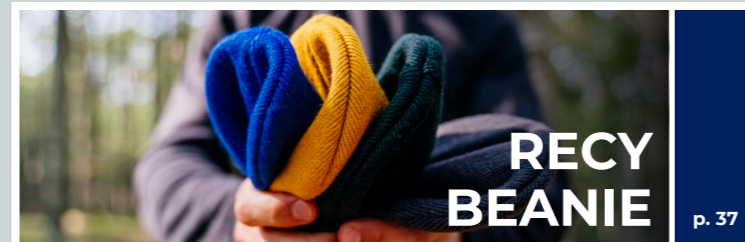
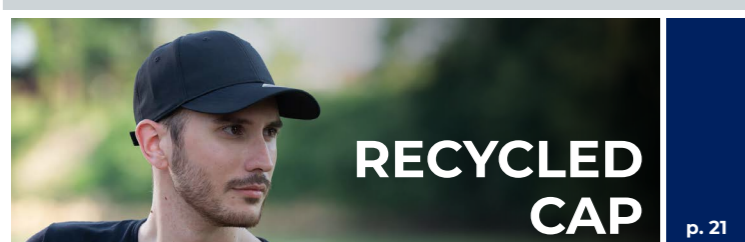
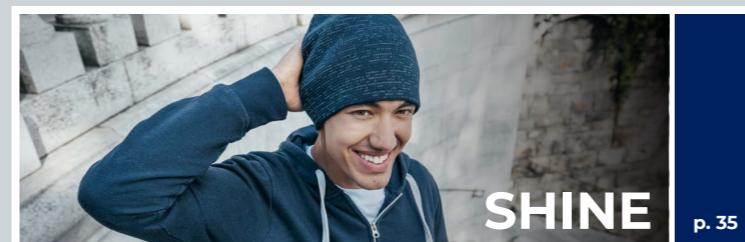
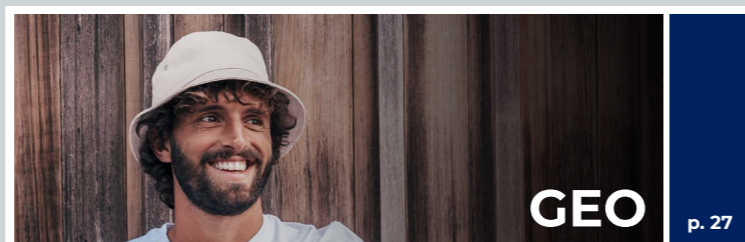
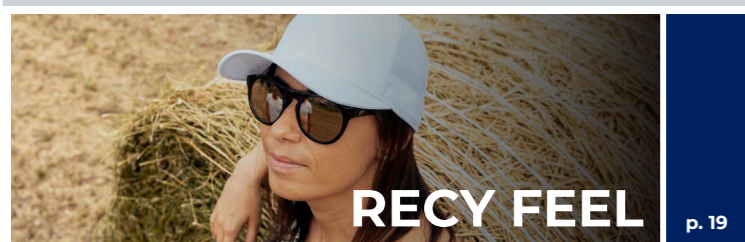
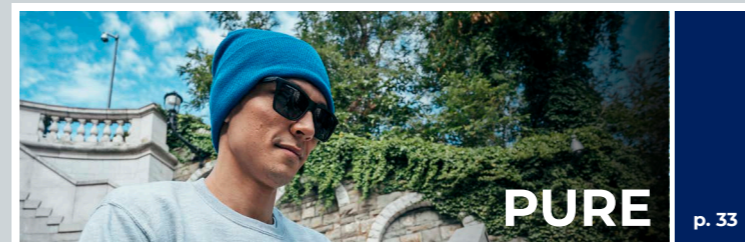
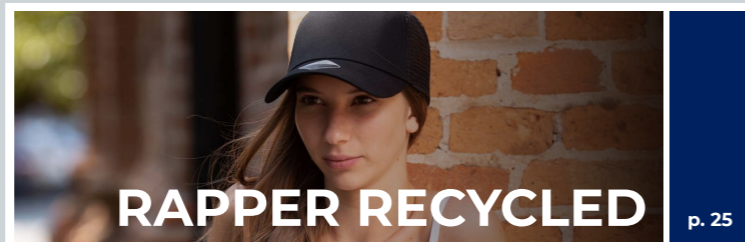
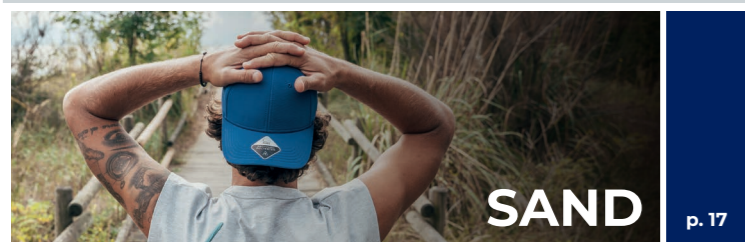
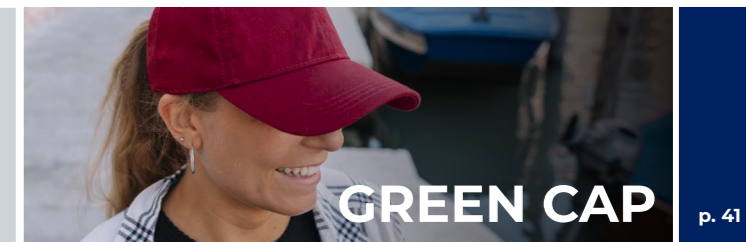
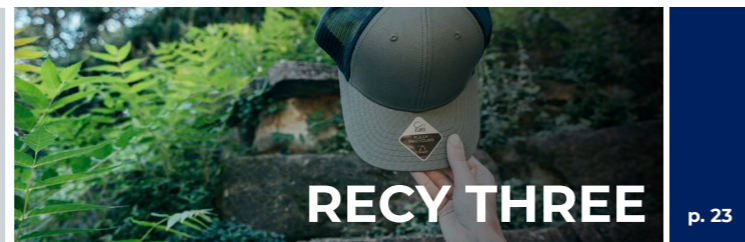


Sustainability
Series

Atlantis is a brand of the Italian company Master Italia, specialized in designing and manufacturing high-quality headwear.



INDEX



FOLLOW OUR JOURNEY TO SUSTAINABLE HEADWEAR

We aim to reduce our environmental impact by embarking on a new journey towards a more sustainable business model.

2018 the beginning of our path, by introducing first Oeko-Tex products.

2019 launch of the *Green Collection* in recycled polyester, organic and recycled cotton.

2020 release of the first *Sustainability Report*, a great opportunity to spread the culture of sustainability and our social and environmental impact.

Follow our journey to sustainable headwear and accompany us along this path through our products and projects for a better future.





CERTIFICATES

Our comprehensive commitment to the adoption of sustainable processes and methods.

Atlantis is proudly certified by

-  Sedex
B MEMBER - ZC1009145
-  ritex
-  SGS
-  THE GLOBAL COMPACT
-  AEO
-  intertek
Total Quality. Assured.

Atlantis cares about safety and quality

-  Global Recycled Standard
-  ORGANIC 100
content standard
-  OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
Tested for harmful substances.
www.oeko-tex.com/standard100
-  by your side
SUSTAINABLE TRAINING



TRACEABILITY

A clear passport of our products.

Each Atlantis product has its own story, with a specific identity and origin that we want to share with you, providing full transparency for your brand and awareness of your supply chain.

By scanning the QR CODE in the inside label you will have direct access to all the information related to the purchased product.

We guarantee to the consumer a clear passport of the product, including information as PO number, certain place of origin, destination and importer.

Atlantis tracking system provides all the information about our products journey along the supply chain, from their manufacturing to Atlantis warehouse arrival. Its purpose is only to track the product: no personal information will be detected or registered nor shared with other individuals or organizations.



BELIEVE IN BETTER

Polylana® unlocks new potential in fiber creation with reduced environmental impact and enhanced performance capabilities.

Polylana® is a patented staple fiber made from a mixture of modified and recycled polyester to create an **innovative fiber** with characteristics similar to acrylic or wool fiber. This proprietary blend allows PolyLana® thread to be dyed at a low temperature, and gives the yarn, when knitted, a unique loft and feel.

- Reduces** environmental impact.
- Reduces** water consumption.
- Reduces** energy emission during dyeing.

POLYLANA®

BE PURE

Atlantis introduces Pure, the first PolyLana® beanie that represents a low-impact alternative to 100% acrylic fiber with less energy, water, waste, CO2 and microfiber release. Not just different, but better.

Production impact per 1 kg. undyed fabric

Material	Energy (MJ)	Water (l)	Waste (kg)	GhG (kg CO2)	Fiber Release
Polylana	90.7	27.2	0.3	13.6	82,672
Acrylic	379.0	182.0	1.2	16.9	121,465



76% Less Energy



85% Less Water



76% Less Waste



19% Less CO2



32% Less Fiber Release

Water savings per product
60% PolyLana® / 40% Acrylic Yarn VS 100% Acrylic



One beanie saves 5 liters of water



ATLANTIS
infinite headwear

POLYESTER: REBORN FOR MORE SUSTAINABLE CHOICES

Recycled polyester (or rPET) is made from polymers obtained by melting down plastic bottles and re-spinning them into new polyester fiber. This is an example of “circular economy”: designing something by using infinitely recyclable material.

RECYCLED POLYESTER: HOW IT'S MADE



1.

Used plastic bottles are collected and cleaned



2.

Bottles are shredded into tiny pellets



3.

Pellets are crushed and melted



4.

The molten plastic is extruded and stretched into thread

WHAT YOU'RE SAVING WITH THIS CHOICE

RECYCLED POLYESTER vs VIRGIN NATURAL POLYESTER

45%
OF ENERGY
CONSUMPTION

20%
OF WATER USE

30%
OF GREENHOUSE GAS
EMISSION

NEW



SAND

Main Fabric: 95% certified recycled polyester
5% elastane



royal



white



black



navy



dark grey



Featuring a corded miniottoman exterior, **SAND** is made almost entirely of breathable recycled polyester. The elastane fabric gives a stretchable universal fit making this hat completely suitable for sport and outdoor fun.

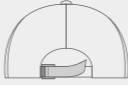
Tech specs



230 g/m²



one size



high quality velcro with loop

Features





RECY FEEL

Main Fabric: 100% certified recycled polyester



royal



navy



black



green fluo



white



dark grey



Constructed recovering 11 plastic bottles, per square meter, the **RECY FEEL** is made with 100% **recycled polyester fabric** and represents the finest result of a sustainable choice.

Tech specs



115 g/m²



one size



R-PET

Features





RECYCLED CAP

Main Fabric: 100% certified recycled polyester twill



black



navy



royal



orange



white



The classic baseball cap with curved visor enhanced by its eco-sustainable fabric, **100% recycled polyester fabric**.

ATLANTIS CONNECT, thanks to the use of NFC contactless technology integrated in the Atlantis product, is able to communicate the product history and the technical characteristics through multimedia information, videos and websites.

Tech specs



200 g/m²



one size



velcro

Features





RECY THREE

Main Fabric: 60% certified recycled cotton canvas
40% cotton canvas

Side&back: 100% certified recycled polyester



black - black



royal - black



red - white



olive - black



dark grey - black



navy - navy



white - white



The **RECY THREE** is our new challenge that weaves three different materials, mixing 60% **recycled cotton** and 40% classic cotton, adding a stylish **recycled polyester mesh** and **closure in R-PET**.

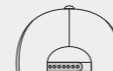
Tech specs



260 g/m²



one size



R-PET

Features





RAPPER RECYCLED

Main Fabric: 100% certified recycled polyester twill

Side&back: 100% polyester



black-black



navy-navy



royal-black



grey-black



white-white

Tech specs



200 g/m²



one size



pvc



The popular trucker cap in its sustainable version, thanks to the eco-compatible recycled pet fabric.

ATLANTIS CONNECT, thanks to the use of NFC contactless technology integrated in the Atlantis product, is able to communicate the product history and the technical characteristics through multimedia information, videos and websites.

Features

25





GEO

Main Fabric: 100% certified recycled polyester twill



olive



navy



white



black



khaki



Straightforward, simple and fully recycled. The **GEO** bucket is the ultimate classy 100% recycled polyester hat and fits loosely for a casual and easygoing feel.

Tech specs



200 g/m²



one size

Features



NEW



SHORE

Main Fabric: 50% certified recycled polyester
50% acrylic



burgundy



black



mustard



navy



bottle green



light grey melange



olive

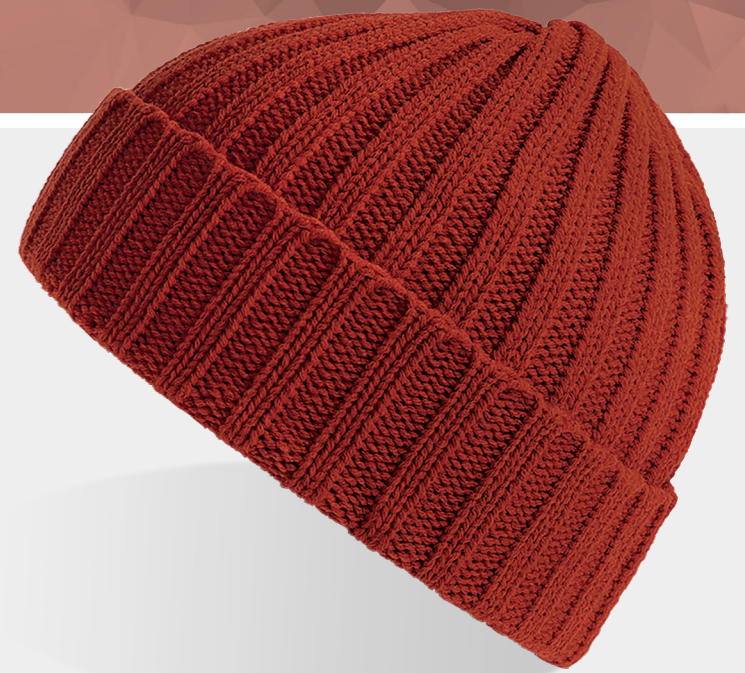


rusty



dark grey

A must have beanie, half recycled, half acrylic.
The sustainability of the **SHORE** meets the 90s trend with a large rib knit and a strong personality reminiscent of the vintage fisherman style.



Tech specs



78 gr.



one size

Features



NEW



RIO

Main Fabric: 50% certified recycled polyester
50% acrylic



light grey melange



bottle green



navy



dark grey melange



black



burgundy



mustard



olive

The **RIO** beanie is constructed in 50% recycled polyester and 50% acrylic blend with cuff and a narrow rib knit that ensures style, versatility and a fit suitable for everyone.



Tech specs



65 gr.



one size

Features



NEW



PURE

Main Fabric: 60% polyester 40% acrylic



light grey melange



mustard



navy



burgundy melange



black



royal



olive

One of the most famous shapes upgraded with a breakthrough recycling registered process called Polylana®. The **PURE** beanie mixes classic style with an ultrasoft blend of recycled and virgin yarn that consumes less energy and water than standard yarn in the production process.

Tech specs



80 gr.



one size



Soft yarn

Features



POLYLANA®



NEW



SHINE

Main Fabric: 50% certified recycled polyester
50% acrylic



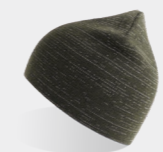
dark grey



navy



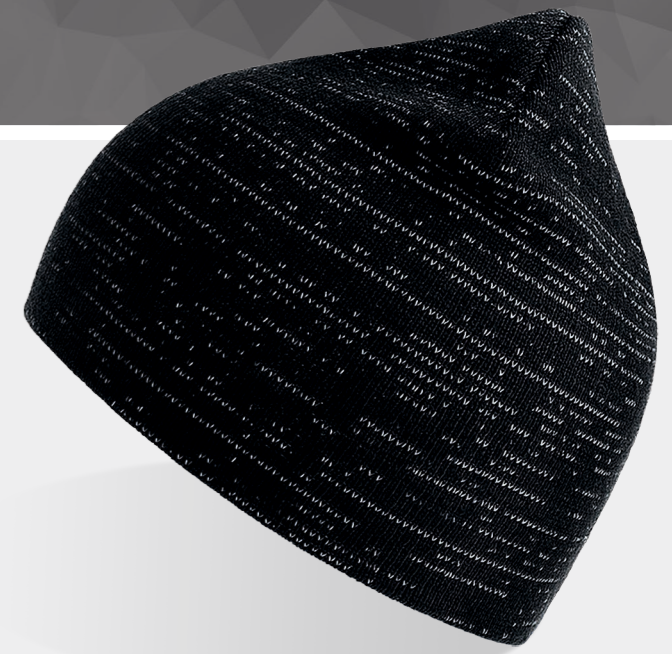
black



olive

SHINE is the first beanie that combines sustainable fibers with a single bright reflex yarn.

The reflective details are the perfect solution for those who do not give up sport even when it's dark and cold.



Tech specs



72 gr.



one size

Features





RECY BEANIE

Main Fabric: 50% certified recycled polyester 50% acrylic



black



navy



dark grey



royal



bottle green



mustard

RECY BEANIE is the result of the perfect combination of softness and sustainability by recovering and recycling around **14 plastic bottles** per kg of yarn.

Tech specs



50 gr.



one size

Features



WHY ORGANIC COTTON?

Organic cotton is cotton grown with low environmental impact methods and products, without the use of pesticides and toxic chemical fertilizers that persist in the cotton itself and in the environment.

It comes from controlled and certified organic crops. With this approach, water consumption is reduced, soil fertility is maintained and better working and health conditions for farmers are guaranteed.

WHAT YOU SHOULD KNOW

- Better quality fiber than standard cotton
- No Genetically Modified Organisms contained
- No toxic chemicals or pesticides contained
- Guarantees better soil fertility
- Without chemical fertilizers, farmers' health is improved
- Premium prices for farmers who choose to produce organic cotton
- With no chemicals water remains a lot cleaner than in the conventional process

SUPPORTING ORGANIC COTTON WE SAVE:

ORGANIC COTTON vs TRADITIONAL COTTON



62%
ENERGY USAGE



91%
WATER USAGE



46%
CO² EMISSION



GREEN CAP

Main Fabric: 100% certified organic cotton twill



black



navy



burgundy



grey



white

Tech specs



265 g/m²



one size



metal buckle



A comfortable baseball cap in 100% Certified Organic Cotton, with unstructured front panels and back strap with Sunday buckle.

ATLANTIS CONNECT, thanks to the use of NFC contactless technology integrated in the Atlantis product, is able to communicate the product history and the technical characteristics through multimedia information, videos and websites.

Features





GREEN BEANIE

Main Fabric: 100% certified organic cotton yarn



black



navy



red



olive



grey

Tech specs



75 gr.



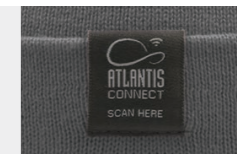
one size



A soft beanie with cuff in 100% Certified Organic Cotton, in accordance with the sustainable policy of ATLANTIS.

ATLANTIS CONNECT, thanks to the use of NFC contactless technology integrated in the Atlantis product, is able to communicate the product history and the technical characteristics through multimedia information, videos and websites.

Features





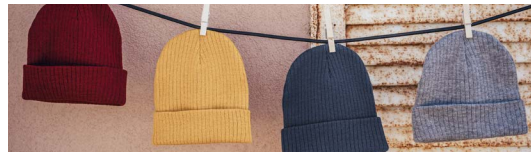
Find out more about Atlantis products and follow our journey and sustainability project on atlantisheadwear.com



©Atlantis by Master Italia S.p.A.



Follow us



atlantisheadwear.com

