



The Carbon T Shirt Range

Global Carbon Friendly Clothing  
2008 Sales Brochure



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The world's first climate neutral tee shirts,  
in quality pure organic cottons.

## Global Carbon Friendly Clothing

PLANET GREEN is the new Discovery Channel Network launching in June that will provide 24 hours of original content on all things green. Carbon Teeshirt is proud to announce it will be featured on the flagship show, THE G-WORD, which will be the hip, irreverent magazine style show that will be like Access Hollywood meets The Daily Show on all things green. A slick and non-invasive way to give the 18-34 Male/ Female a look into lifestyle, fashion, celebrity, news, and an overall slick showcase on how to do, be, and get green. The hosts are SuChin Pak (MTV, CNN) and Aisha Tyler (Talk Soup, 24, Friends) and will feature segments with everything and everyone green from a-z. We are also in talks with Planet Green to be featured in there other upcoming Green shows. Planet Green will also be able to be viewed globally on the Discovery Home Channel. Discovery Communications, Inc. is the number-one non-fiction media company reaching more than 1.5 billion people in over 170 countries. Through TV and digital media, and Discovery's 100-plus worldwide networks.





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### History

Christopher Davies launched CarbonTeeshirt.com in January 2008, in the UK. Christopher is also the owner and Head Fashion Stylist of London based POA-Style, [www.poa-style.co.uk](http://www.poa-style.co.uk). Christopher has gained over 10 years experience in the Los Angeles and New York styling industry, working with A-list celebrities Gabriel Byrne, Alicia Silverstone, Billy Bob Thornton and Parker Posey. In addition, styling numerous music videos, including Cypress Hill, Julio Iglesias Jnr, and TV commercials for Nike, Reebok and Budweiser, to name but a few. Christopher has also styled for Americas most esteemed Magazine publications including Harper's Bazaar, Elle, GQ and In-Style working with a wide range of Photographers including Norman Jean Roy and Marc Baptiste.

### About Us

CarbonTeeshirt.com uses 100% organic cotton tee shirts, which are also climate neutral, to produce the eco-friendly stylish "Carbon Tee" with the original branded footprint design and the Carbon Tee slogans. The driving force behind this project is to create global public awareness about the negative impact of high carbon footprint living. Our debut t-shirt range will be followed by other organic stylish eco-apparel in the near future. For every tee that is sold, a donation will be made to our foundation of choice, Plant-A-Tree-Today. For every tee sold, a new tree will be planted. In addition the Carbon Tee shirt will also be featured at celebrity eco gifting suites in the upcoming months as well as sent to numerous eco minded celebrities.



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# 2008

The Year to take action on Climate Change

## Global Carbon Friendly Clothing

### Eco friendly production

All the carbon tees are printed on tee shirts , produced under the Global Organic Textile Standard (GOTS) from 100% organic cotton and are Certified by the UK based Soil Association . The tee shirts also meet the Oeko-Tex Standard 100 Mark (or Öko-Tex ), which sets strict limits on the amount of substances harmful to consumers which can be found in the finished textile product. In addition, The Fair Wear Foundation has also verified that the tee shirts the Carbon Tee is printed on have been produced under their Code of Labour Practices .In principle, this ensures that the raw t-shirts have not been produced in sweatshops or using forced child labour.



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## Global Carbon Friendly Clothing

### Climate Neutral

As well as using 100% organic cotton tee shirts to produce the Carbon Tee, the tee shirts are also Climate Neutral, which means the industrial greenhouse gas emissions have been reduced to pre-industrial levels through low-impact (low emission) organic agriculture and carbon neutral industrial manufacturing, achieved by substituting energy use from fossil fuel powered power stations with clean renewable energy from wind turbines and solar power. The climate neutral Carbon Tees, are made in India, where the primary energy source is thirty massive wind turbines that generate a continuous source of renewable electricity.

# Climate Neutral



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# Carbon Neutral

## Global Carbon Friendly Clothing

### Carbon Neutral

The Carbon Tee's are also Carbon Neutral, a term used to describe a state where CO<sub>2</sub> emissions have been negated entirely by the purchase of intangible "carbon offsets".

This represents the "lowest quality" means of achieving carbon neutral status.

The 100% organic cotton, adult Carbon Tee's, are made using carbon neutral manufacturing facilities in India, from "low impact" organic cotton, and are distributed through carbon neutral warehouses and offices in London that use only renewable green electricity. This means that the carbon has been reduced by 90%, whilst still managing to produce the clothing in an ethical and sustainable manner.



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## Global Carbon Friendly Clothing

### Men's 100% Organic cotton , climate neutral, carbon reduced, jersey t-shirt.

Men's 100% organic cotton Carbon Tee, produced using carbon neutral manufacturing and printed with organic water based dyes.

Available in 14 different organic cotton colours, with the Carbon Tee logo on the front and an option of two different slogans on the back, "My footprint is small !" and also "How big is your footprint ?"

Available in Black, White, Yellow, Brown, Red, Dark Red, Light Blue, Bright Blue, Dark Blue, Light Green ,Kelly Green, Moss Green, Light Grey , Dark Grey

Sizes S, M, L, XL, XXL

### Women's 100% Organic cotton , climate neutral, carbon reduced, jersey t-shirt.

Women's 100% organic cotton Carbon Tee, produced using carbon neutral manufacturing and printed with organic water based dyes.

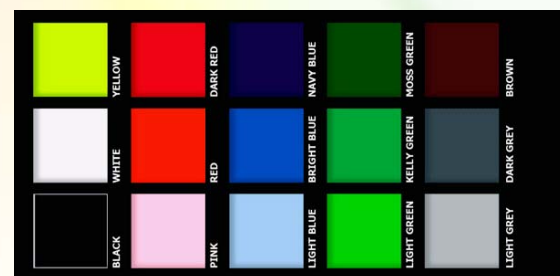
Available in 9 different organic cotton colours, with the Carbon Tee logo on the front and an option of two different slogans on the back, "My footprint is small !" and also "How big is your footprint ?"

Available in Black, White, Brown, Red, Pink , Kelly Green, Light Blue, Navy Blue , Dark Grey

Sizes XS, S, M, L, XL,

### Printing and Garment Care

The Carbon Tee designs are screen printed using 100 % organic water based dyes and we recommend hand washing or a washing on a short cycle, using ecologically friendly detergents and line drying.





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## Global Carbon Friendly Clothing

### Carbon Tee labelling

All of the Carbon Tees will feature a 100% soft white environmentally friendly cotton woven label, with the "Carbon Tee logo" in high definition print (Positioned in the neck of the tee). The clothes tag will also be made from recycled paper and will feature the Carbon Tee logo on one side and our foundation of choice -

Plant-A-Tree-Today (PATT) logo on the reverse, which will be attached using raffia.

The Plant-A-Tree-Today (PATT) Foundation was formed in 2005 with its mission to react to problems caused by the massive and increasing levels of deforestation worldwide, raise awareness of environmental issues and the role forests play, take action against climate change, educate children on these issues and to plant more trees, more info can be found at

[www.plant-a-tree-today.org](http://www.plant-a-tree-today.org)

Plant-A-Tree-Today with every garment sold.



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## Global Carbon Friendly Clothing

# Achieving Carbon Neutral Status.

### Contact Details

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