Case Study

Fashion: Finisterre

Background

Our Client

Finisterre designs functional and sustainable products for those that share a love of the sea. Born over a decade ago from the needs of hardy British surfers, they aim to build the best and most sustainable products possible. Finisterre's range includes wetsuits, clothing and accessories.

As a company, Finisterre has always taken a pioneering approach and honouring their B Corp certification, believe they can use business as a force of good. In 2018 they made a commitment to eradicate single-use, non-degradable plastic.

The Brief

Their customers love the outdoors and care deeply about protecting environment, the global plastic crisis and ocean pollution. Finisterre wanted a product that would retain the functionality of their existing packaging whilst providing a solution that would tackle plastic pollution.

Aquapak was asked to work Finisterre and its packaging suppliers to develop clothing packaging that leaves no trace i.e. eliminate the use of traditional polymer, single-use bags to bags that disappear safely, are non-toxic and marine-safe.

The Packaging Solution

Polymer Used

Hot water soluble (HWS) Hydropol™ has been specifically formulated for blown film. Finisterre's packaging suppliers use it instead of traditional polymer pellets in their existing blown film machines.

Collaborative Approach

Aquapak supported Finisterre's packaging suppliers across Europe in their trials of the HWS Hydropol™.

Impact

The new packaging will eliminate 2 metric tons of single-use, non-degradable plastic per year. If all users of traditional LDPE poly garment bags changed to HWS Hydropol™, this would eradicate more than 5million metric tons per year.

Technical Summary*

Non-Toxic – HWS Hydropol™ is non-toxic and all raw materials are listed as approved as direct food additives and food contact by EU and US regulatory listings.

Barrier Properties – HWS Hydropol™ has high resistance to animal, mineral and vegetable oils, aliphatic and aromatic hydrocarbons, ethers, esters and ketones. They also offer excellent barriers to Oxygen.

Biodegradable – HWS Hydropol™ is inherently biodegradable. Biodegradation has been observed by at least 20 different genera of bacteria and several yeasts and moulds which occur in activated sludge, compost, facultative ponds, landfills, anaerobic digesters and septic systems and in natural soil and aquatic environments. Sturm (aquatic) biodegradation tests show that the formulations degrade in the presence of activated sewage sludge at a similar rate to cellulose.

Marine Safe – HWS Hydropol™ has shown no ecotoxicological effect in Marine environments according to ASTM D6691. Testing for Composability and Anaerobic Digestion is ongoing.

Anti-Static – Due to their high hydroxyl group content and hygroscopicity, Hydropol™ compounds are inherently static dissipative, similar to cellophane, and cause little frictional static charging. Surface resistivities are in the range of 105–106 ohms/m2.

**please see HydroPol™ 30124 Technical Data sheet for complete details*

Client feedback

"To see the completion of this project and the last 10 months' work, is one of the most exciting moments in my career to date. To be able to launch something so ground breaking and literally world changing is an honour, and to be partnered with Aquapak, leading the way for the next generations is unbelievably exciting."
Niamh O'Laoighre, Finisterre Design Team