

## About bamboo apparel: Why is it better?

Every one of our products has these inherent bamboo qualities.

### Better for you

Fabric made from bamboo is **incredibly soft**

Bamboo fabric is smooth and **luxuriously comfortable**

**'Bamboo Dry'** – absorbs and evaporates sweat in a split second. It doesn't stick to the skin. It's extraordinary natural breathability keeps you comfortable and dry for longer.

**'Bamboo Thermo-control'** – bamboo fabric is highly breathable in hot weather and also keeps you significantly warmer in the cold. Keeping you more comfortable in all temperatures - 'Air conditioned clothing'

**'Bamboo Fresh'** – bamboo is antibacterial, forever. By killing almost all bacteria, bamboo stays fresher and odour free for longer, is more hygienic and healthier.

- Bamboo clothing is also anti static, so it sits very well next to your skin, not clinging to it. It's also UV protective (it cuts out 98% of harmful UV rays) and anti fungal, so it's just better, whether it's on you in the Alps or stuffed at the bottom of your bag for days on end
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- For sensitive or allergy prone skin, bamboo is perfect, for several reasons listed more fully below.

### Bamboo is incredibly soft

That's just the way it is, naturally. Wearing a bamboo T-shirt for example, is like wearing cashmere, but for next to the skin.

### Bamboo is smooth and luxuriously comfortable

At a microscopic level, bamboo fibre has a round surface. Because of this, it's very smooth and sits perfectly next to the skin. Petrol based synthetic fibres can sometimes irritate the skin and they also start to smell really quickly!

### 'Bamboo Dry' Wicks away moisture keeping you comfortable and dry.

Bamboo is the fastest growing plant in the world, mainly because it has extraordinary water absorbency which helps it to grow fast. In fabric form it retains this unique, remarkable property. It's 3-4 times more absorbent than cotton. It 'wicks' away moisture from the body which then evaporates, keeping you - naturally - drier and more comfortable. When combined with 'Bamboo Thermo-control' qualities, you have an incredibly flexible addition to your wardrobe..

### 'Thermo-control'

Bamboo is remarkably breathable. In the heat, bamboo is naturally cool to the touch and this property is maintained in it's fabric form. The cross-section of the bamboo fiber is filled with various micro-gaps and micro-holes. It has much better moisture absorption and ventilation. It's also very warm in cold weather, because of the same micro structure; as a base layer, warm air gets trapped next to the skin.



### **'Bamboo Fresh' – Antibacterial function**

Bamboo is antibacterial, antifungal and anti-static. In the wild, bamboo thrives naturally without using any pesticides or fertilisers. It is seldom eaten by pests or infected by pathogens. Why? Scientists found that bamboo owns a unique anti-bacteria and bacteriostasis bio-agent named "bamboo kun". This substance bonds tightly with bamboo cellulose molecules during the normal process of bamboo fibre growth. This natural feature is retained in fabric form.

Organically grown clothing made from bamboo has particular natural anti-bacterial functions, bacteriostasis and deodorization value. It's test results shows over 70% death rate after bacteria was incubated on bamboo fibre fabric. In addition, tests by the Japanese Textile Inspection Association found that, even after fifty times of washing, bamboo fabric still possessed these functions.

Therefore all our products are guaranteed to be odour resistant, staying fresher for longer, because the fabric – naturally - stops bacteria from spreading. As a result, they're also healthier and more hygienic.

Bamboo clothing's natural anti-bacteria function differs greatly from that of man-made chemical antimicrobial fabrics, which often tend to cause skin problems.

### **Bamboo clothing is strong and durable.**

Repeated tests show this, and also that bamboo fibre has a high abrasion-proof capacity and also tenacity. The same bamboo used for scaffolding to build skyscrapers in Hong Kong was always going to be strong!

### **For sensitive or allergy prone skin, bamboo is perfect**

- Lack of harsh chemical treatments which can irritate skin
- Fibre is smooth and round, so is a non-irritant
- Naturally occurring, antibacterial 'bamboo kun' resists the spread of bacteria on the skin without any adverse affects, such as abrasion or irritation.

- Bam garments achieved a score of 50 on the UPF scale (Ultraviolet Protection Scale), which amounts to a 98% reduction in UV activity reaching your skin.



## Better for the environment

- Bamboo is **100% naturally grown**, without assistance from man. Our bamboo is 100% sustainable
- Bamboo thrives naturally without using any pesticides or fertilizers
- Bamboo fibre is 100% biodegradable
- As the fastest growing plant in the world, bamboo grows to its maximum height in about 3 months and reaches maturity in 3-4 years. It spreads rapidly across large areas. Because of this, bamboo is known to improve soil quality in degraded and eroded areas of land.
- As a grass, bamboo is cut, not uprooted, also helping soil stability. Bamboo also can grow on hill slopes where nothing else is viable.
- The yield (i.e. the amount of product) you get from an acre of bamboo is 10 times greater than the yield you get from cotton. In an age where land use is under enormous pressure this is huge.
- The water requirement for bamboo is minute, mainly just from what falls. As opposed to cotton, whose water requirement per shirt's-worth is huge.
- If organic clothing made from bamboo becomes popular, it means more bamboo plantations, which means more photosynthesis and less greenhouse gas. "The greatest challenge facing mankind" would get just a little easier.

### In contrast.....

- Synthetic performance fabrics are made from petrochemicals, a non-renewable fossil fuel. They go to make clothes which get smelly really quickly.
- Organic clothing made from bamboo is nature's answer to our needs for everyday fabric, in an environmentally sustainable form. It's just our luck that it's so much better as well!
- **Our Production**  
We don't like anyone being abused and it's definitely not going to happen on our watch. Both our responsibility and our partners' role in the community are important to us. The company manufactures bamboo fibre strictly according to ISO9000 and ISO 14000. Our factory also has voluntary community initiatives,

pays almost twice the going rate and offers private healthcare to all workers and families. This combination is highly unusual. The workforce is stable and loyal, with very low staff turnover. Anyone can come and visit at any time.

**We have decided also that we can do more. Because we're a private company, not a public one that's legally obliged to be obsessed with maximising profits, we can do what we like.**