

### The Philosophy of Heritage By Elyaf®

Heritage by Elyaf<sup>®</sup> is the rebirth of colours from mother nature.

The philosophy is being sensitive to human health and being thoughtful of climate change while looking on trends.

No chemicals but only the waste of plants are used to create coloured fabrics.



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Natural dye pulp is upcycled back to the nature as fertilizer.

Each item has a unique characteristic & look.

Be in contact



When Tradition Meets Innovation

Natural dyeing was the one and only method to colour the textile products until the chemical industry innovated synthetic dyestuffs in the initial days of the 19th century.

In recent years with the increasing importance of sustainability, it is not sufficient to approach sustainable fashion only from a technical perspective. It must be considered on decreasing footprint by using natural elements for dyeing processes to create a totally sustainable fashion and being a part of the circular economy.

With this tendency, the idea of "Heritage by Elyaf<sup>®</sup>" came up as inspired by nature and our roots.





Concept of Heritage By Elyaf®

Plants come directly from mother nature. They are grown in their own habitat. So there are no plantation and plants are procured without using any agricultural land. Therefore, the waste of nature is upcycled to create fabrics communed with nature. All Plants have GOTS Letter of Approval which proofs that they do not contain any harmful chemicals.





## Concept of Heritage By Elyaf®

All fabrics combined with Heritage by Elyaf<sup>®</sup> are preferred to be sustainably sourced and be in harmony with nature and synchronized with current fashion trends.

#### Fiber types used in Heritage by Elyaf® fabrics are;

BCI Cotton
Recycled Cotton (GRS Certified)
Organic Cotton (OCS Certified)
Linen (European Flax Certified)
Hemp
Tencel ™ Lyocell
Tencel ™ Modal

Sustainably sourced spun viscose (Canopy Green Shirt Labelled, EcoVero™, Liva Eco™ etc.)

Sustainably sourced filament viscose (FSC certified)
Recycled viscose branded Liva Reviva™
Recycled Tencel branded Refibra™

Developed on the grounds of over 40 years of experience in everyday essentials and sophisticated fabrics, Heritage by Elyaf<sup>®</sup> fabrics are dyed in jet dyeing machines and creates a new vision for sustainability.



## Why Heritage By Elyaf® is Different

The most important feature that distinguishes Heritage by Elyaf<sup>®</sup> fabrics from other natural dyeing technologies is that ready-to-use dyestuffs are not used. Plants are picked up by villagers and powdered to be ready to use in dyeing.

The patent application of the unique dyeing technique for Heritage by Elyaf<sup>®</sup> fabrics has been made (Patent **Application Number: TPE** 2020/00610). The "Heritage by Elyaf<sup>®</sup>" brand has been registered both nationally and internationally.

All plant and plant wastes are supplied only from domestic sources to decrease transportation footprint which is another key point of sustainable production. Plants are picked up by villagers, therefore it provides employment increase.





## Why Heritage By Elyaf® is Different

Natural dye pulp is upcycled back to the future as fertilizer. Thereby, totally circular production is done.

Under the unique Heritage by Elyaf® production method, none of the chemicals in the conventional chemical dyeing method are used. Instead of them, only biomordants and some mordants which are not restricted are used as auxiliaries. Therefore, it ensures healty working conditions.

Total process savings: Chemical consumption 62%, water consumption 18%, energy consumption 20% less than conventional dyeing method.

Heritage by Elyaf® fabrics have UV protection properties on different levels up to 50+ depends on colour.

Gall Oak, Valonia Oak and Walnut bring fabrics with natural antibacterial and antifungal properties without using any chemical.

Third party testing laboratory, DATU certifices that Heritage by Elyaf<sup>®</sup> method does not contain any synthetic dyestuff but plant ingredients for colouring.





Lead Actors and Colour Palette

Lead Actors and Colour Palette



HERITAGE by Elyaf®







### Performance Level

Whereas colour fastness to washing test is carried out according to household laundry, other fastness tests are performed according to ISO standards.

Due to the unique properties of natural dyestuffs, the fastness values may vary according to colour and fabric type.

It is recommended to wash the fabrics with a mild detergent in a gentle cycle.

			on basis of information requested and provided, according to the applicable criteria of the Global Organic Textile Standard (GOTS)
COLOUR	COLOUR NAME	TEST RESULTS	Approved Dyestuffs and Textile Auxiliaries for the Global Organic Textile Standard (GOTS) Version 6.0 March 2020
			Accordingly the listed Colourants and/or Textile Auxiliaries are approved as inputs for application in the processing of GOTS certified textile products.
THE ARE SHE AT A STREET		Washing: 3/4	The formulator shall undergo an on-site audit for product stewardship as well as environment, health & safety requirements of GOTS Standard before 1st July 2022.
		Water: 3/4	This Letter of Approval is valid until: 25-02-22 Place and date of issue: Staring, of the Buling body
A DATE OF A DECEMBER OF A D		Perspiration: 3	Itriit, 16 July 2021
A THE REAL PROPERTY OF		Rubbing: 3/4	On behalf of the Manging Director
	ASPENDOS 02	Light: 3/4	Inis certificate covers the following productis) which meetis) the criteria of the requirements of the Global Organic Textale
		Light. 3/4	Standard (GOTS): This list contains only those chemical products, for which the above mentioned Company has applied for approval according to the corresponding Global Organic Textile Standard , the assessment hav been based on the current version of the
			material safety data sheets (MSDSs) and further product documentation provided by the supplier. The company remains responsible for compliance with the GOTS-criteria, for the correctness and completeness of the data as well as for providing relevant updates and information that burname available aiter approval. CUGB Turkey cannot be held
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a state of the states		Washing: 3/4	Test Method :ASTM E2149:2013a Standard Test Method for Determining the Antimicrobial Activity of Antimicrobial Agents Under Dynamic Contact Conditions
		Water: 3/4	
		Perspiration: 3	RESULTS
		Rubbing: 3/4	Inoculum Control Treated (Test) Sample after specified contact time* after specified contact time*
	OLYMPUS 09	Light: 3	3.20x10° clu/ml 2.1x10° clu/ml 5.5 log 3.3 log
		-	The amount of proving bacteria on fabric cdc: colory forming units Antimicrobial Activity RESULT Evaluation
			Reduction, % % 99.3 Effective
		Washing: 3/4	Mikroorganism Staphylococcus aureus (ATCC 8538 (Gram(+)) Bacterial concentration (cfu/ ml ) 2.0 x10 <sup>-</sup> Incoulum volume 50 ml
		Water: 3	Size of sample 1g Number of washing -
		Perspiration: 2	Washing method         -           Incubation time, temperature         24 hours, 35 C ± 2 C           Contact time         24 hours (as per client's request)
A STATE OF STATE OF STATE		Rubbing: 3/4	
<b>日期期的時間的時期時期時期時間時期</b> 間	TROY 15	Light: 3	R %= Reduction is calculated by the following formula; %R=((B-A)B)x100
			A = CFU per millitre for the flask containing the treated substrate after the specified contact time.
States and states and		Washing: 3/4	B* GFU per millilities for the 'inoculum only' flask after the specified contact time.
and the second second second second second second second second second second second second second second second		Water: 3/4	
			Page 3 / 4
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	MESOPOTAMIA 17	Light: 3	ANTIBACTERIAL TEST RESULT

HERITAGE by Elyaf®





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Ltd. Sti. (CUGB) de

N°: GOTS-CU 869895-01.2021

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NATURAL DYE CERTIFICATE			
interte	k (®		

Total Quality. Assured.				
R E S U L T S REPORT :TURT210025975		Page 2 of 3 26 February ,2021		
Test Method	Results	Requirements		
Solar UV Protective Prop. As 4399-2020 At time of testing :21 "C Temperal <u>Conditioning:</u> Prior to testing :20:2"C temperati Instrument Used: Thermo - EV06 At time of testing: :21"C temperati Number of specimens tested: 4	ture and 66%RH ure and 65±4% relative humidity 00PC & Opt lab software programme			
Number of				
Specimen UVA Transmittan ce (315-400 nm) (%)	2.18			
UVB Transmittan ce (290-315 nm) (%) Measureme	1.47			
Vitraviolet Protection Factor (290- 400 nm) (UPF)	64.76			
Ultraviolet Protection Factor Rate (UPF Rate)	50+			
UPF CLASSIFICATION SYSTE UPF Classi 15 Mnim 30 Good 50, 50+ Excelle Estimated Total Uncertainity=(	rication m int			
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<b>UV PROTECTION TEST RESULT</b>				



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