Jeanologia is an innovative and multicultural company with more than 30 years of experience focused on the development of sustainable and efficient technologies for fabric and garment finishing. The company was founded in 1993 by Jose Vidal and his nephew Enrique Silla. At that time, they foresaw a company founded on industry innovation, human values and teamwork. With experience consulting in denim finishing, Jeanologia soon became a technology manufacturer, offering laser and eco-system solutions with the maximum cost-effectiveness.

Today Jeanologia leads the transformation of the textile industry with laser, ozone and eflow technologies which are capable of enhancing productivity, reducing water and energy consumption and eliminating damaging emissions and waste, guaranteeing ZERO contamination.

With a presence in more than 60 countries across 5 continents, Jeanologia has the recognition of top fashion brands and big retailers. Currently more than 20% of the 5 billion pairs of jeans produced every year in the world are made with Jeanologia technologies. Our innovative solutions have many other applications across a wide variety of sectors: packaging, foodstuffs and beverages, leather, metal, ceramics as well as pharmaceuticals.

With headquarters based in Spain (Valencia), Jeanologia has a laser manufacturing center in Barcelona, and an ozone manufacturing center in Turkey (Izmir). From our 3600 m² production center, Jeanologia has developed some of the most revolutionary industrial laser machinery in the world.

Currently more than 20% of the 5 billion pairs of jeans produced in the world every year are made with Jeanologia technologies.
WHAT WE DO

Jeanologia designs & develops laser and ecosystems that:

- Enhance industrial productivity
- Provide energy efficiency
- Reduce water consumption
- Eliminate damaging emissions and waste

Sustainable technology that focuses on automation, productivity and social responsibility
Jeanologia is a world leader with a presence in more than 60 countries across 5 continents.

THE BEST IN SERVICE

- Headquarters - Spain (Valencia)
- Laser Production - Spain (Barcelona)
- Ozone Production - Turkey (Izmir)

1687 INSTALLED MACHINES
OUR MISSION

Our mission is to create an ethical, sustainable and eco-efficient textile & apparel industry. Partnering with our customers on their transformation journey, we offer disruptive technologies and the best in service. This mission has evolved to include a deep awareness of the ethics and the future of production in the Jeanswear sector. In this sense, Jeanologia considers all areas of the industry, identifying needs and developing the technologies required to meet them while keeping ethics and the health and safety of workers, as one of its core objectives.

For Jeanologia people and planet come first

OUR VALUES

Knowledge is important, attitude crucial but that’s not enough. Future success will be mainly based on values. That’s why Jeanologia is a values-driven organization. At Jeanologia we don’t pretend to be the biggest. We don’t want to be the best company in the world, we want to be the best company FOR the world.

• We believe in business as a force for good.
• For us, people and planet come first.
• We believe in making others successful.
• We are Jeanologists: authentic, optimistic, creative and rebellious.
• We go! We move fast and learn from failure.
• We are a bridge: connecting people and ideas.
THE TEAM: THE JEANOLOGISTS

With a multidisciplinary team of fashionistas and technocrats we work every day to transform the textile industry and the way jeans and textiles are produced. We have succeeded as a team of designers and engineers, researchers and economists, all working together to develop technologies that are changing industries and saving people’s lives. We also count on the Brainbox team, a group of finishing specialists with industrial experience and artistic creativity for exceptional product results.

Today, Jeanologia is a multicultural and multilingual company with more than 150 creative and talented people with one common passion: INNOVATION.

We are jeanologists: authentic, optimistic, creative and rebellious!
TRANSFORMATION OF THE GARMENT INDUSTRY

Today the textile industry is changing. Design and green techniques have been integrated to produce eco-friendly garments without losing fashion appeal. Consumers look for authentic and fashionable garments as well as sustainable and ethical products. Jeanologia is joining forces with main brands and suppliers to lead the total Jeans industry detoxification guaranteeing Zero contamination and reducing water, energy and chemical consumption by 50%.

We are striving to transform the traditional industry based on artisanal and hand labor, which has strongly contributed to environmental pollution, into a transparent, sustainable and efficient new industry. We are already doing so, by providing responsible and sustainable technologies.

<table>
<thead>
<tr>
<th></th>
<th>Average consumed using traditional finishing processes</th>
<th>Average consumed using the Jeanologia sustainable processes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 JEAN</strong></td>
<td><strong>TOTAL IMPACT</strong></td>
<td></td>
</tr>
<tr>
<td>Water consumed/year</td>
<td>70 L</td>
<td>20 L</td>
</tr>
<tr>
<td>350 Million m³</td>
<td>Water for 1 Million UK inhabitants</td>
<td></td>
</tr>
<tr>
<td>1.5 kWh</td>
<td>7.5 billion Kw.h Electrical demand of Munich</td>
<td></td>
</tr>
<tr>
<td>150 g</td>
<td>750,000 tons Per year</td>
<td></td>
</tr>
<tr>
<td>50 g</td>
<td>250,000 tons Per year</td>
<td></td>
</tr>
</tbody>
</table>

SAVINGS 71% 33% 67%
Our laser, ozone and e-flow technologies provide sustainable and efficient solutions for fabric and garment finishing.
WE CREATE A POSITIVE IMPACT THROUGH TECHNOLOGY

TRADITIONAL

- Sandblasting
- Handsanding
- PP Spray...

TRANSFORMATION

NOW WITH TECHNOLOGY

LASER

With laser technology we eliminate harmful processes for worker’s health like sandblasting, handsanding and Potassium Permanganate spray (PP Spray)

Initial Stage: 1999
Today: 20% GLOBAL PRODUCTION
LASER TECHNOLOGY LEADERS

Jeanologia is a pioneer and worldwide leader in the development and application of advanced lasers produced in house for the fabric and garment finishing market. Our laser technology is capable of creating wear patterns avoiding the use of hand sanding or sandblasting which are both harmful for workers’ health, as well as harmful chemicals like bleach or PP spray.

Jeanologia has developed a wide variety of lasers, tailored to the needs of each client. From development centers and small productions (1,000 garments per day) to large manufacturers with lasers able to produce 4,000 garments per day.

THE MOST ADVANCED SOFTWARE FOR DESIGNERS

We also patented our own software E-Mark, the most advanced and unique integrated software on the market, completely developed for fast Apparel Laser Design and aimed for production designers. This software reduces the pre-production process steps, simplifying design, enabling more creativity and enhancing industrial productivity. eMark contains a large laser design gallery, constantly updated by the Jeanologia brainbox team with new trendy and exclusive laser designs.

eMark Light tools provides straightforward solutions that improve industrial productivity, whilst ensuring energy efficiency and friendly to the environment and humans. With light tools it is possible to get looks with breaks (light ripper); create authentic virtual slubs avoiding the hand sanding process (light scrapper) and also to get the used effect without harmful potassium permanganate spray (Light PP Spray).

eMark Light tools improve productivity, whilst ensuring energy efficiency and friendly to the environment and humans.
HDR
WHAT YOU SEE IS WHAT YOU GET

Jeanologia opens a new era in laser technology with patented High Dynamic Range (HDR), which both simplifies and shortens the design process, by up to 30% time. This innovative technology guarantees designers that “What you see is what you get” since Jeanologia’s HDR system increases the contrast of the dynamic tones of the image, obtaining a level of depth closer to reality and thereby achieving a more natural, authentic and 3D design.

NANO
THE SHOP LASER FOR CUSTOMIZATION EXPERIENCE

Jeanologia Nano is the most precise laser technology on the market, specially conceived for retail. It achieves the most detailed effects and is perfect for finishing processes, microbreaks, local damages and pocket details, as well as tags and labels. Customers from around the world have the opportunity to customize their own jeans and garments at select Armani Jeans, Pepe Jeans, Brax or Puma stores in a unique and creative self-experience.
WE CREATE A POSITIVE IMPACT THROUGH TECHNOLOGY

TRADITIONAL

- Wastes
- Pollution
- Social risks

TRANSFORMATION

NOW WITH TECHNOLOGY

OZONE

With the ozone technology we eliminate the risk of pollution and damaging emissions for the environment at the same time saving water, energy and chemicals

SAVINGS up to:

67% 85% 62%
By using atmospheric air, Jeanologia G2 reproduces the ozone to give garments the real look of outdoor usage, the “sun-washed” effect. G2 is the latest and more efficient ozone technology. This machine allows significantly reduces water and energy consumption and eliminates toxic chemicals.

G2 Technology is the first laundry machinery certified as ecological.

RESULTS ON GARMENTS

- Fade down color in knits
- Vintage effect
- Improved whiteness of used areas
- Elimination of back staining
- No cast change
- Color fade down in twills
WE CREATE A POSITIVE IMPACT THROUGH TECHNOLOGY

TRADITIONAL

- Waste
- Pollution

TRANSFORMATION

NOW WITH TECHNOLOGY

NANOBUBBLES

SAVINGS up to:

95%  90%  40%

Initial Stage: 2012
With e-Flow technology, atmospheric air is transformed into nanobubbles. Products and water then naturally distribute themselves forming the nanobubble skin, making a perfectly homogeneous mix between water, products and air. The skin of the nanobubbles is responsible for transporting the chemicals to the garment.
WE CREATE A POSITIVE IMPACT THROUGH TECHNOLOGY

TRADITIONAL

H2 Zero is the intelligent recycling system able to recycle 100% of the water used. It recycles polluted water from washing machines in order to reuse it again in the process. Recycled water can be used for up to a 30 day period. This system reduces water consumption and allows more productivity and performance with minimum electricity consumption, because H2 Zero means ZERØ discharge, no contamination, no complex treatments and no money wasted. This green technology optimizes resources to achieve more efficient processes, thus becoming a potential sustainable alternative to waste water treatment plants in denim industry.

REDUCE
- Water
- Energy
- Waste

REUSE
- Water
- Durability of 30 days

SAVINGS up to: 99%

TRASFORMATION

ZERØ means ZERØ

H2Zero is the intelligent recycling system able to recycle 100% of water used. Zero waste. Zero discharge.
EIM is the result of Jeanologia’s ambition to make a better and cleaner industry. The starting point for the creation of an efficient, ethical and ecological textile industry is to monitor the cost of water, chemicals and energy in the production process. This provides us with a better understanding of the areas in which to focus our R&D. Following this idea, Jeanologia developed EIM, the only software on the market to analyze the environmental impact within the garment finishing industry. That means we can measure the cost of water, chemicals and energy in the production process. By measuring current impact is easy to identify areas of improvement, define action and monitor them to become more sustainable. If there is no measurement, there is no improvement.

EIM provides valuable information for benchmarking results against predefined goals:

**REDCUING ENVIRONMENTAL IMPACT**

EIM is a powerful self-accreditation tool for industrial companies and brands. Currently Kappa, Tommy Hilfiger, Jack and Jones, H & M, Lindex or M&S produce sustainable collections accredited by EIM.

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**HOW IT WORKS**

EIM helps laundries and brands become more efficient & sustainable than ever.

- Cost reductions:
  - Less water consumption
  - Lower energy requirements
- Reduction of health risks to workers
- Increase productivity

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**ENVIROMENTAL IMPACT MEASURING SOFTWARE**

1. Assess the environmental impact in 4 individual categories:
   - Water consumption
   - Energy consumption
   - Chemical product used
   - Worker health

2. Benchmark the results against a defined Environmental Threshold
   - Water consumption:
     - From 0 to 35 l/garment
     - From 35 to 80 l/garment
     - Above 80 l/garment
   - Energy consumption:
     - From 0 to 1 Kw.h/garment
     - From 1 to 2 Kw.h/garment
     - Above 2 Kw.h/garment
   - Chemical product used:
     - From 0 to 14
     - From 14 to 27
     - Above 27
   - Worker health:
     - From 0 to 6.5
     - From 6.5 to 18
     - Above 18

3. It classifies the Process depending On the EIM score
   - 0-33 LOW IMPACT
   - 34-66 MEDIUM IMPACT
   - 67+ HIGH IMPACT
WE CREATE A COMMON STANDARD IN THE INDUSTRY

HOW IT WORKS

The Light Sensitive Fabric test is another tool Jeanologia brings to the textile industry to be more sustainable. Today the application of laser marking on fabrics is key to the future of sustainable jeans production. It’s important to understand fabrics and how they react with new technologies to optimize processes.

LSF is a Jeanologia study which analyzes how a denim fabric reacts to new sustainable processes, mainly LASER treatment in order to get the washes and desired look while reducing water, chemicals and energy consumption.

This tool makes it easier to classify fabrics that are best suited for fashion finishes, natural and vintage, in a sustainable and efficient way, without using traditional and harmful techniques such as manual scraping and the spraying of potassium permanganate.

LSF brings together weavers, brands and laundries, ensuring they’re working hand in hand.

- Closer approach to sustainable design
- Fashion finishing with low environmental Impact
- Eco from the fabric to the finishing
- Efficiency & productivity
The combination of laser and eco technologies allows us to finish a pair of jeans with only a glass of water rather than the average of 70 liters which are needed.

Jeanologia has succeeded in reducing drastically the amount use of water in garment finishing. **The efficient combination of laser, ozone and eFlow technologies** allows us to finish a pair of jeans with **only a glass of water rather than the industry average of 70 liters.** This revolutionary sustainable process achieves authentic vintage finishes, dark look, soft type rinse, aged and dirty and natural used effects.
CORPORATE SOCIAL RESPONSIBILITY

COMMITTMENT TO SOCIETY AND ENVIRONMENT

Our commitment to society and the environment move us to support projects by sharing our values. We collaborate on several projects in which we believe we can make a real change, especially those involving least privileged and young generations seeking opportunities. These are not sporadic actions, we engage in long-lasting projects that will provide a positive outcome for generations to come.

We donate part of our profits to them in order to build water wells and other projects which improve the quality of life in Rimkieta, one of the poorest areas in Burkina Faso.

We are proud as well to support the Asindown Foundation by giving work experience to people with intellectual disabilities. For Jeanologia it was a pleasure to lend our facilities to these young people to get involved in a work project. A program that promotes creative abilities, motivation, enthusiasm, job opportunities and social inclusion.

We believe in business as a force for good
This project was born from our concern about the unemployment rate in Spain during the early years of the recession and the need and demand of the new profession of laser designer for garment finishing industry. For that reason, we created The School with a scholarship program specialized in laser design by offering the students a training period of 4 months in our headquarters. After that, they will be employed by our clients in their textile manufacturing centers around the world for a year.

Currently, there are school graduates working for top brands in the major laundries of India, Pakistan, Cambodia, Vietnam, Los Angeles, Mexico and Brazil.

Thanks to our initiative we have provided jobs for more than 30 students through our 7 editions, at the same time offering an excellent service to our clients.

Currently, there are school graduates working for top brands in the major laundries of India, Pakistan, Cambodia, Vietnam, Los Angeles, Mexico and Brazil.
Jeanologia was named winner of the best sustainable design team of the world award in 2013, organized by WGSN’s Global Fashion Awards. Jeanologia was shortlisted as finalist in its category with international firms such as H & M Conscious Collection, Timberland Earthkeepers Collection©, the New Yorker and Turkish No.9 Paper Anadolu Orta.

These awards are the only global awards in fashion. They feature a jury of 63 personalities from the world of design, industry, communication, arts and journalism across five continents.

**OTHER AWARDS:**

- **2010** – Internationalization Award, Chamber of Commerce of Valencia (Spain)
- **2011** – SME Award, Expansión Spanish newspaper
- **2012** – Best Innovative Company of the Year, awarded by El Mundo, one of Spain’s leading newspaper.
- **2014** – Aster Award:
  - 32nd ASTER BEST ENTREPRENEUR (National)
  - 32nd ASTER BEST BUSINESS CAREER (Regional)
- **2016** – Innovation Award, La Caixa bank.
- **2017** – Solidarity Award, Asindown Foundation
Currently, Jeanologia has customers across 5 continents and exports of machinery and services accounts for 90% of sales. Jeanologia products and solutions are now being used in more than 60 countries including: México, Colombia, Brazil, USA, Germany, Italy, Portugal, India, China, Russia, Japan, Morocco, Pakistan, Bangladesh and Vietnam.

Specifically, major brands including Levi’s, Polo Jeans, Abercrombie & Fitch, Edwin Japan, Pepe Jeans, Diesel, Hilfiger Denim, Salsa jeans, and other large retailers such as GAP, Uniqlo, H&M, M & S have placed their trust in Jeanologia technologies making sustainable fashion come true.
Thank you!

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