



Product Knowledge Document
Spring 2020

Tentree



Who we are

Tentree is young Canadian clothing company and is rooted in the belief that we have a responsibility to protect and preserve the world we live in. **Every item bought, we plant ten trees.** Let's branch out to nature, ten trees at a time.



Our Goal

To plant 1 billion Trees by 2030 ! Our vision is to plant 1 billion trees by 2030, which will drastically reduce climate change. We've planted over 30 million trees and restored land in over 8 countries

We also want to become the most environmentally progressive brand on the planet!!



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Our Core Values



Planting

Everybody from the manufacture to the end consumers, including the distributors and staff in the stores are part of the planting team. Even though you're not physically planting, every item you purchase or sale is helping plant 10 trees. Our biggest planting site is in Madagascar with 21 million trees planted since 2013.



Communities

All around the world, Tentree employs local villages to plant trees. This way they have a steady income, source of food and an opportunity for their family to live a better life. The population used to be 50 people in Mahabana village back in 2013 when we started, now it's 1000 people. Many of them work part time planting trees and still make above the minimum wage.



Ecosystems

Still in Madagascar, depleted forests have caused soil erosion, shortage of food and unclean water. The entire island's forests could be gone by 2025. The trees we plant are capturing carbon, protecting the land from erosion and improving biodiversity. Therefore, by helping reforest the land, we bring the land back to its healthy and fruitful state.



Manufacturing

Tentree has committed to finding and sourcing the most sustainable fibres and materials available. We always look out to find better, healthier and more eco-progressive solutions for our customers. Our factory partners are mainly located in Asia. Ethical certifications and workplace environment standards are practiced and met including fair trade certifications, World Wide Accredited production (WRAP) certified companies, and local labour laws are followed.



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Tree planting



Partners

We have partnered with **not-for-profits across the planet** (Eden Reforestation, American Forests, Plant with Purpose, Trees for the Future) to ensure tentree has a truly global footprint, and can identify the regions that will benefit most from our planting.

Regions

We pick **projects in deforested areas that not only have an ecological impact but also impact the lives of the locals**. These areas can include communities stricken with high rates of poverty and struggling to access resources.



Impact

Madagascar is an island located off the coast of Africa and has one of the fastest growing population in Africa. Its uniquely biodiverse ecosystem has been greatly impacted by deforestation making way for farmlands, wood resources and building villages. **We employ local villagers to have the ability to provide income for their families and also educate them so they can be self sustainable once the projects are over.**



Product categories



Women's clothing



Children's clothing



Men's clothing



Accessories

Materials and fabrics



Hemp is one of the most sustainable natural fibres, grown without the use of any pesticides or herbicides. Hemp is hypoallergenic, anti-microbial, and breathable.



Organic Cotton is made sustainably and responsibly, so the planet feels just as good as we do while wearing it. It grows without any harsh chemicals or pesticides.



REPREVE® is a recycled polyester innovative fiber made from recycled plastic bottles. REPREVE® offsets using new petroleum, emitting fewer greenhouse gases, and conserving water and energy in the process.



Tencel™ is made from sustainably harvested wood pulp and is processed into a fiber using non-toxic solvents that are able to be recycled in a closed loop process also reducing water wastage.



Cork is harvested by stripping the bark from sustainably grown cork trees, promoting growth and increasing the tree's lifespan.

Cork is used instead of leather on tentree patches, drawstring tabs, and zipper pulls.



Our buttons are made from coconut shells. These buttons are a durable and sustainable alternative to petroleum-based plastic buttons.



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Certifications



Certified B Corporation

For businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance purpose and profit.

- tentree ranks in the top 1% in manufacturing across all B Corps.
- tentree was a 2019 Best for the World Honoree in the Best for Community, Best for Overall, and Best for Changemaker categories.

Warranty



All products are covered by a 90 day warranty.

We reserve the right to repair the item before replacing or crediting the product.

Your questions



The ASM team is always available to answer your questions !

Accounts director

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