





INTERCEPTED FROM OCEANS, REDESIGNED FOR ADVENTURE

INTRODUCTION

“Transforming Plastic From Our Coastline, Into Purposeful Products That Inspire Action.”

We founded Waterhaul as frustrated marine conservationists every winter our beaches were inundated with ghost gear and we were finding lines and offcuts daily. Our pile of collected nets grew and grew (as did our neighbours disapproval of the smell) which motivated us towards a solution. We partnered with several mechanical recycling facilities to process various forms of end of life fishing gear, and produced our first pair of sunglasses in 2018.

We utilise the strongest form of plastic in our oceans to produce exceptionally sustainable, recycled

eyewear. Eyewear that meets the technical demands of adventure, ocean-exposure and UV protection, but also act as ‘symbols of change’ for our oceans. Waterhaul sunglasses frames last you a lifetime, because they are made from nets that would last decades in the ocean.

With each product ordered, you are directly enabling the expansion of our ghost gear recovery and recycling efforts and creating a demand for plastic to be removed from the ocean.

Harry Dennis
‘Waterhaul
Founder’





OUR PROCESS

Abandoned fishing gear and nets are the most common and also the most lethal forms of plastic in our ocean.

The properties which make ghost gear such a threat in our oceans; the size and abundance of net, the quality of the high-strength polymers used, and the urgency to remove the plastic from harms way, all make fishing nets a desirable recycling resource.

And as we suspected, fishing nets durable enough to last 500 years in ocean make for super-strong sunglasses frames.

Gear is separated by polymer type, and then recycled through a mechanical process of shredding, washing and agglomeration.

With our 100% recycled raw material, we injection mould this plastic into purposeful products.

“Turning Waste into Resource”



Our Circular Focus

we strive to operate an entirely circular business model and ensure a single pair never goes to landfill. Our sunglasses are made to last, but if you manage to break a pair, we'll offer to repair them or recycle them and provide you with replacement frame for free.





Our Products



THE LENSES



Barberini Lenses

We take both the protection of the environment and of our customers' eyes very seriously. That's why we only pair our 100% recycled ocean plastic frames with the very best of mineral glass lenses.

Polarised

Polarised lenses block horizontal light rays that bounce off reflective surfaces – essentially eliminating glare from surfaces such as water, roads and snow. This improves the lens clarity and your eye comfort when using our sunglasses in bright outdoor environments.

Anti-Reflection

The anti-reflective treatment on the inside of every lens filters the light that strikes the back of the lens from behind the wearer. If this light isn't blocked, it can damage the eye, so we've added this as an extra precaution to minimise those risks.

Crantock Grey
(Mineral Glass Lenses - Polarised)



Kynance Grey
(Mineral Glass Lenses - Polarised)



Pentire Grey
(Mineral Glass Lenses - Polarised)



Fitzroy Blue Mirror
(Mineral Glass Lenses - Polarised)



Crantock Blue Mirror
(Mineral Glass Lenses - Polarised)



Kynance Brown
(Mineral Glass Lenses - Polarised)



Pentire Blue Mirror
(Mineral Glass Lenses - Polarised)



Fitzroy Grey
(Mineral Glass Lenses - Polarised)



Crantock Grey

#0034966654373

Size:

Frame width: 138.5 mm
Frame height: 48.5 mm
Bridge width: 21.5 mm
Arm length: 136.5 mm

Color: Slate

Price: £37.50 + VAT
(RRP: £75)

Crantock Blue Mirror

#0034966654380

Size:

Frame width: 138.5 mm
Frame height: 48.5 mm
Bridge width: 21.5 mm
Arm length: 136.5 mm

Color: Slate

Price: £40 + VAT
(RRP: £80)

Kynance Grey

#0034966654397

Size:

Frame width: 135 mm
Frame height: 46 mm
Bridge width: 19 mm
Arm length: 133 mm

Color: Slate

Price: £37.50 + VAT
(RRP: £75)

Kynance Brown

#0034966654595

Size:

Frame width: 135 mm
Frame height: 46 mm
Bridge width: 19 mm
Arm length: 133 mm

Color: Slate

Price: £37.50 + VAT
(RRP: £75)

Pentire Grey

#0034966654458

Size:

Frame width: 140 mm
Frame height: 52 mm
Bridge width: 21 mm
Arm length: 145 mm

Color: Slate

Price: £37.50 + VAT
(RRP: £75)

Pentire Blue Mirror

#0034966654540

Size:

Frame width: 140 mm
Frame height: 52 mm
Bridge width: 21 mm
Arm length: 145 mm

Color: Slate

Price: £40 + VAT
(RRP: £80)

Fitzroy Blue Mirror

#0034966654359

Size:

Frame width: 139 mm
Frame height: 48.5 mm
Bridge width: 20.5 mm
Arm length: 136.5 mm

Color: Slate

Price: £40 + VAT
(RRP: £80)

Fitzroy Grey

#0034966654366

Size:

Frame width: 139 mm
Frame height: 48.5 mm
Bridge width: 20.5 mm
Arm length: 136.5 mm

Color: Slate

Price: £37.50 + VAT
(RRP: £75)

Harlyn Aqua
(Mineral Glass Lenses - Non Polarised)



Harlyn Grey
(Mineral Glass Lenses - Non Polarised)



Zennor Ice Blue Mirror
(Polycarbonate lenses - Polarised)



Zennor Grey
(Polycarbonate lenses - Polarised)



Harlyn Aqua

#0034966654588

Size:

Frame width: 136 mm
Frame height: 50 mm
Bridge width: 22 mm
Arm length: 139 mm

Color: Aqua

Price: £30 + VAT
(RRP: £60)

Harlyn Grey

#0034966654571

Size:

Frame width: 136 mm
Frame height: 50 mm
Bridge width: 22 mm
Arm length: 139 mm

Color: Slate

Price: £30 + VAT
(RRP: £60)

Zennor Ice Blue Mirror

#0034966654403

Size:

Frame width: 136 mm
Frame height: 42 mm
Bridge width: 18.5 mm
Arm length: 123 mm

Color: Slate

Price: £37.50 + VAT
(RRP: £75)

Zennor Grey

#0034966654410

Size:

Frame width: 136 mm
Frame height: 42 mm
Bridge width: 18.5 mm
Arm length: 123 mm

Color: Slate

Price: £37.50 + VAT
(RRP: £75)



• • •
“Great colour & great quality. The lenses are fantastic- never had such good clarity in sunglasses. 100% recommended.”
• • •
Pictured: Harlyn Aqua



Optical Exclusive

Sennen



Our specially designed optical frame with spring hinges, that suits medium to large face shapes. Made from 100% recycled Cornish monofilament gill netting.

Sennen

#0630606560693

Size:

Frame width: 136.5 mm

Frame height: 40.5 mm

Bridge width: 18 mm

Arm length: 138 mm

Color: Slate

Price: £22.50 + VAT
(RRP: £45)

“Great product, great initiative & great customer service. Every little helps to save the planet”

Sennen Webite Review

Crantock Frame Only



Harlyn Slate Frame Only



Kynance Frame Only



Harlyn Aqua Frame Only



Crantock Frame Only

#0630606560600

Size:

Frame width: 138.5 mm
Frame height: 48.5 mm
Bridge width: 21.5 mm
Arm length: 136.5 mm

Color: Slate

Price: £22.50 + VAT
(RRP: £45)

Harlyn Slate Frame Only

#0630606560648

Size:

Frame width: 136 mm
Frame height: 50 mm
Bridge width: 22 mm
Arm length: 139 mm

Color: Slate

Price: £22.50 + VAT
(RRP: £45)

Kynance Frame Only

#0630606560624

Size:

Frame width: 135 mm
Frame height: 46 mm
Bridge width: 19 mm
Arm length: 133 mm

Color: Slate

Price: £22.50 + VAT
(RRP: £45)

Harlyn Aqua Frame Only

#0630606560662

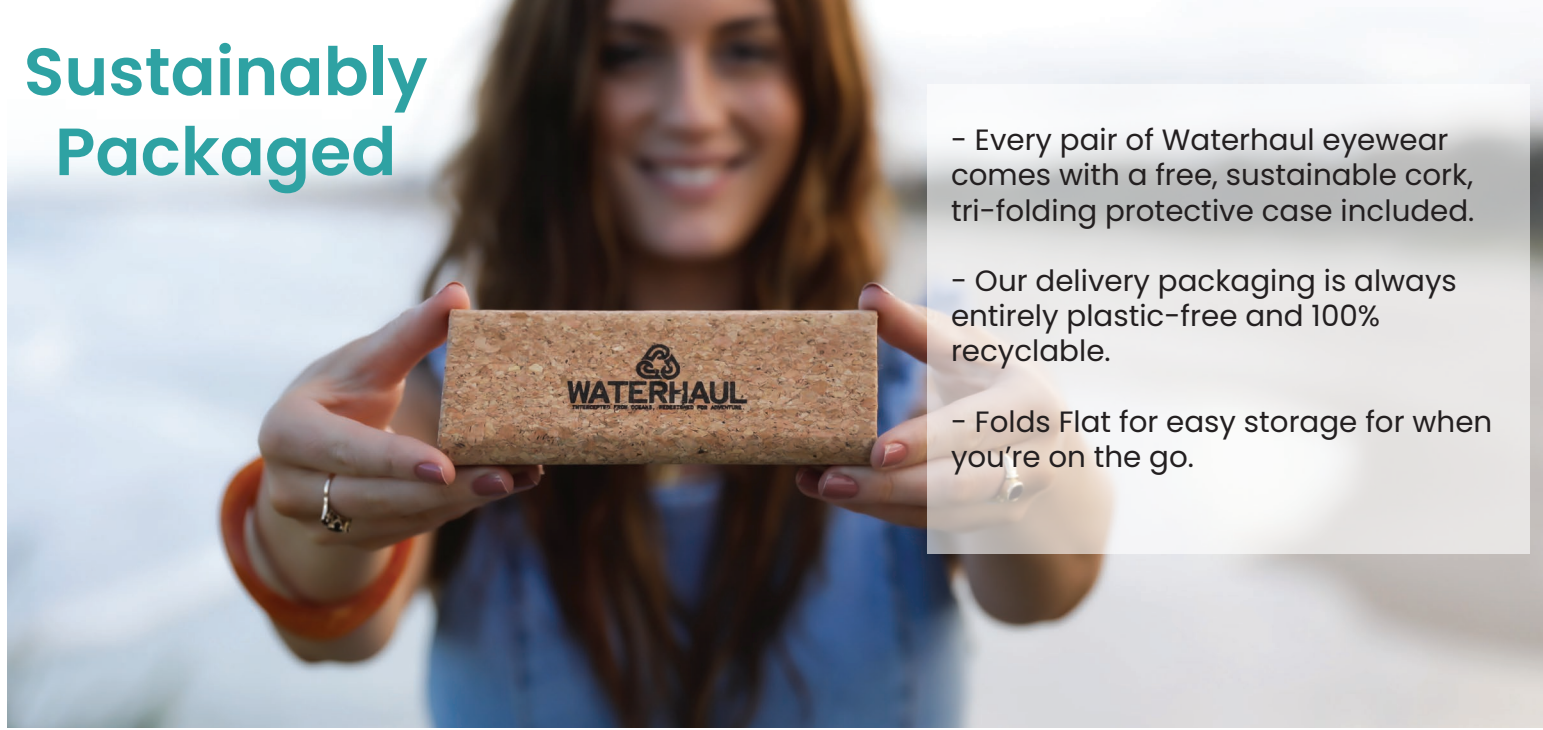
Size:

Frame width: 136 mm
Frame height: 50 mm
Bridge width: 22 mm
Arm length: 139 mm

Color: Aqua

Price: £22.50 + VAT
(RRP: £45)

Sustainably Packaged



- Every pair of Waterhaul eyewear comes with a free, sustainable cork, tri-folding protective case included.
- Our delivery packaging is always entirely plastic-free and 100% recyclable.
- Folds Flat for easy storage for when you're on the go.

Sustainable POS

All included free with your first order. Please specify if you do or do not wish to receive the following:

Trawl Net Sample

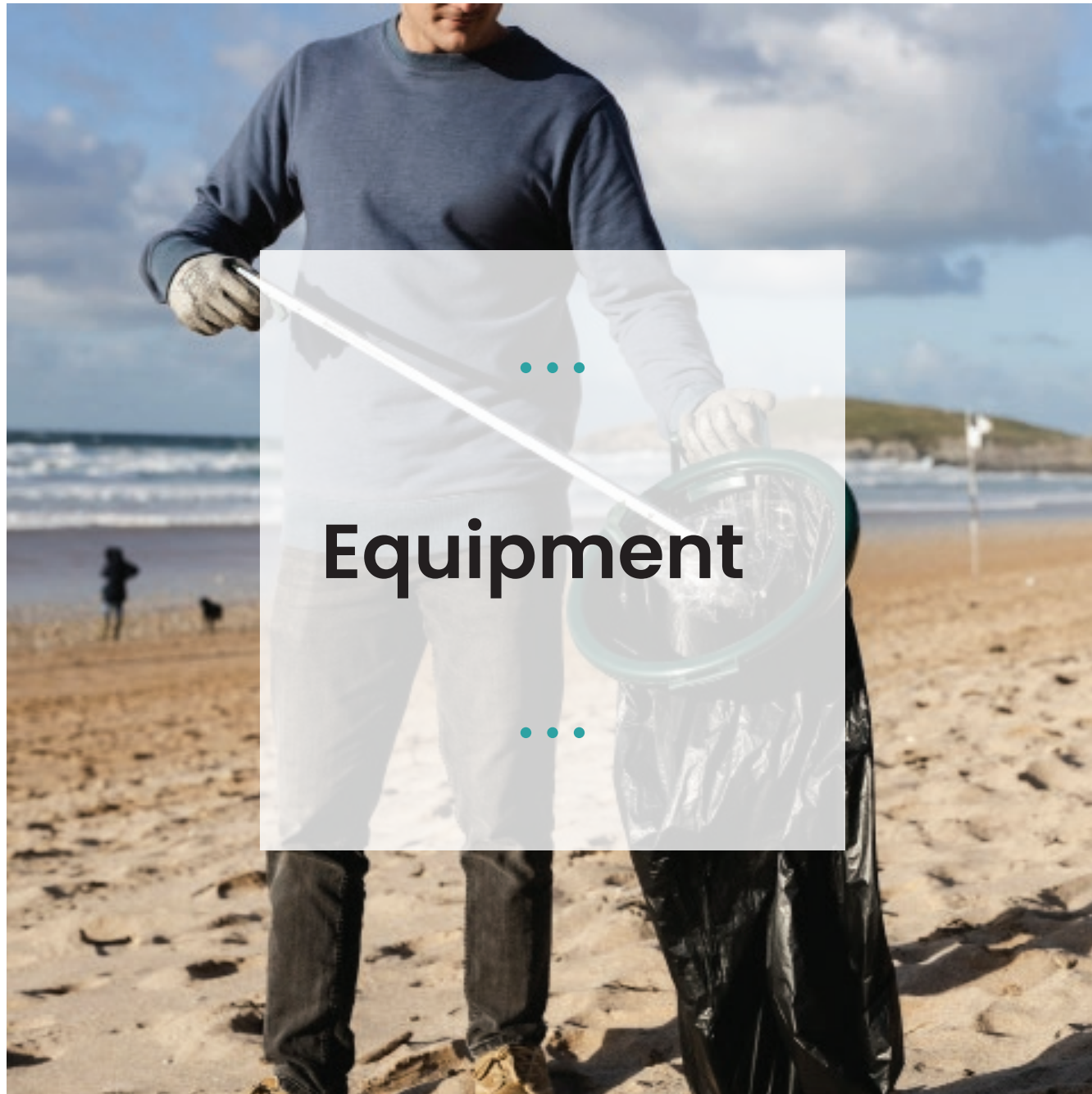
Small piece of clean, sterilised trawl net collected from a Cornish beach

A4 Card Standing Poster

Table Top Wooden Stand

Holds 4 pairs of sunglasses
Size: 43 x 17 x 20 cm





Equipment



Knives (#0630606560709)

Our adventure knife is made from 100% recycled Cornish gill nets, paired with a high-end Italian blade. Your built-to-last, go-to functional pocket carry; from cutting marine ropes to picnic baguettes - it does it all. **Made in Italy.**

Price :£12.50 + VAT
(RRP: £25)

Litter Pickers (#0630606560709)

The jaw, trigger and handle of our litter pickers are made from 100% recycled polypropylene from trawl nets and lines, which is the most common form of ghost gear found on our coastline.
(Available in 32" Standard or 26" Folding)

Price: £7.50 + VAT
(RRP: £15)



Bag Hoops (#0630606560709)

Our recycled bag hoops hold your bin bags or sacks in place with a convenient wide opening - essential for windy litter picks. They're constructed from 100% recycled polypropylene fishing gear, utilising 300 grams per hoop!

Price: £7.50 + VAT
(RRP: £12)



Our Terms

MOQ's

Sunglasses: 10
Frame Only: 10
Litter Pickers: 20
Bag Hoops: 10
Knives: 10

Terms

We will always supply Waterhaul products in plastic-free packaging, and require you to do the same. Point-of-sale materials provided.

Delivery charged at cost or **Free Delivery** for orders (Excl. VAT) over £700.

Payment Terms: Initial order is an upfront payment; subsequent orders are to be paid within 30 days.

Not to be sold on third party marketplaces (e.g. eBay, Amazon)

We encourage our stockists to match our RRP's from our own website. Discount Sales will be communicated and can then be reflected on your own stock.

ENQUIRIES AND ORDERS

To place your order, please provide a list of products, quantities and a billing/shipping address to :

Kieran Hill
Kieran@waterhaul.co
07801577891
<https://waterhaul.co>



ADDRESS:

6 Darbari, Prow Park,
Treloggan Industrial
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ONLINE

www.waterhaul.co