



WATERHAUL

Look Book

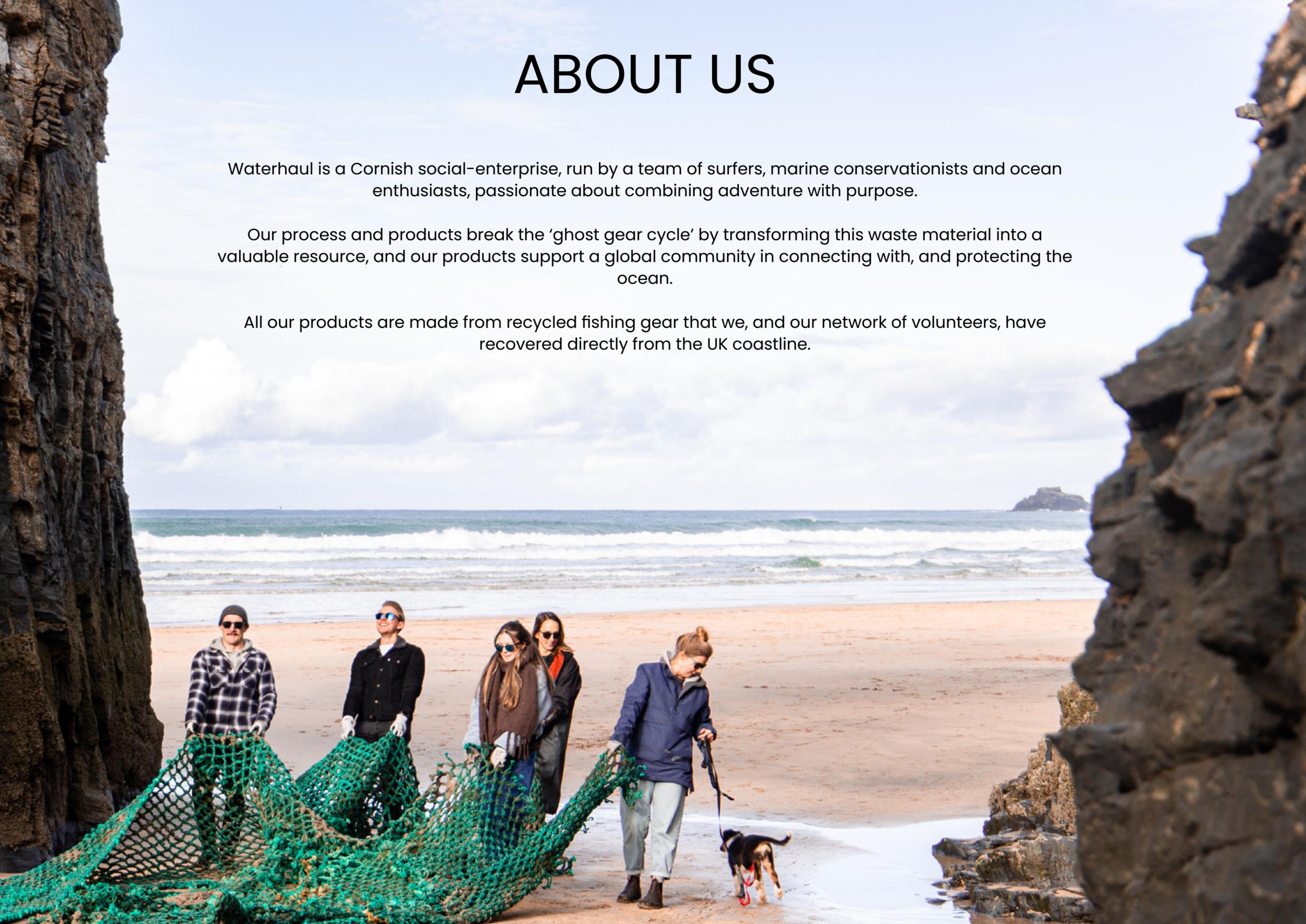


ABOUT US

Waterhaul is a Cornish social-enterprise, run by a team of surfers, marine conservationists and ocean enthusiasts, passionate about combining adventure with purpose.

Our process and products break the 'ghost gear cycle' by transforming this waste material into a valuable resource, and our products support a global community in connecting with, and protecting the ocean.

All our products are made from recycled fishing gear that we, and our network of volunteers, have recovered directly from the UK coastline.





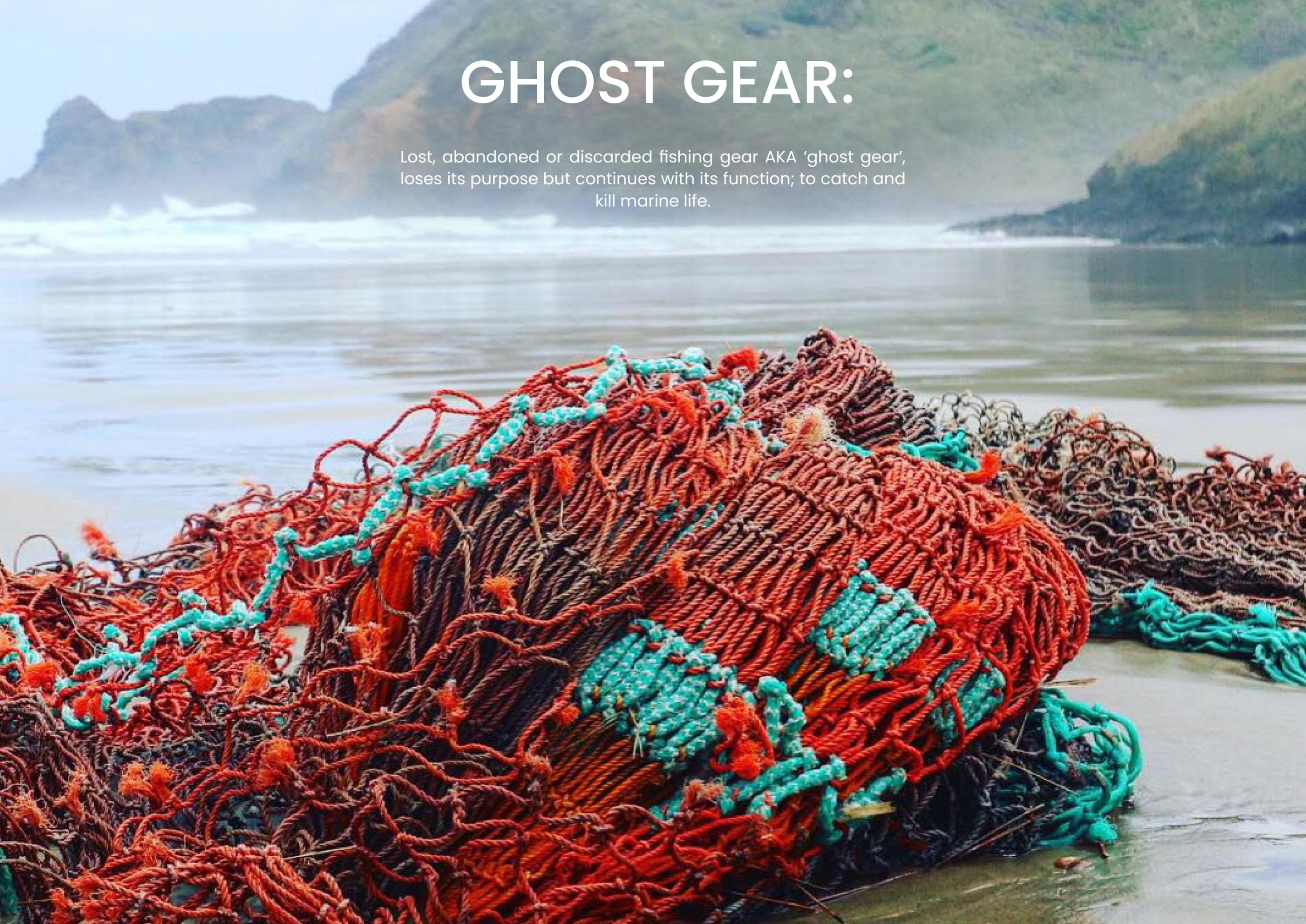
NOUN: *WATERHAUL*

A term originating from Newfoundland cod fisheries, used to describe the act of hauling in a net absent of any catch. Unlike the fisherfolk of Newfoundland, for us hauling an empty net from the ocean is a success and is core to our manifesto.

WE'VE REPURPOSED THE TERM TO ENCOMPASS THIS POSITIVE ACT OF OCEAN CONSERVANCY.

GHOST GEAR:

Lost, abandoned or discarded fishing gear AKA 'ghost gear', loses its purpose but continues with its function; to catch and kill marine life.



GHOST GEAR:

KEY FACTS:

Up to 19.9 million tonnes of ghost gear estimated in the ocean¹

Kills over 100,000 marine mammals annually²

Growing by 640,000 tonnes every year³

20% of all fishing gear is lost at sea⁴

1. BASED ON MACFADYEN ET AL. 2009 AND UNITED NATIONS, 2021. 2. WORLD ANIMAL PROTECTION, 2017. 3. GREENPEACE 2019 4. EUROPEAN COMMISSION, 2018



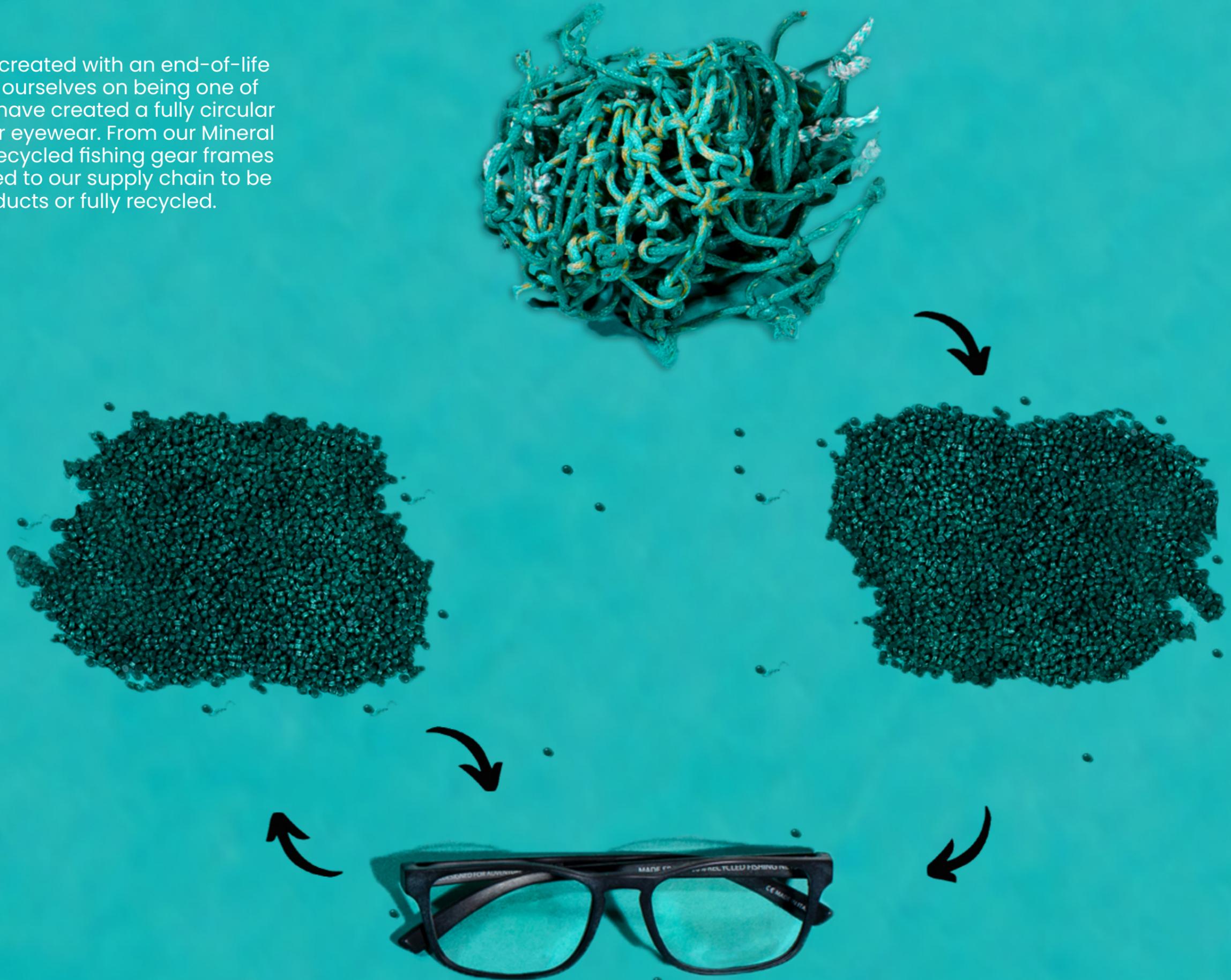
OUR SOLUTION

To repurpose the fishing gear collected by the Waterhaul team and give it a new life as high-quality and premium eyewear for your customers which will last them a lifetime of adventures.



CIRCULAR FOCUS

Our sunglasses have been created with an end-of-life solution in mind. We pride ourselves on being one of the first eyewear brands to have created a fully circular solution when designing our eyewear. From our Mineral Glass+ lenses, to our 100% recycled fishing gear frames - everything can be returned to our supply chain to be remade into new products or fully recycled.



FRAMES MADE FROM 100% RECYCLED FISHING NET

LIFETIME WARRANTY ON
FRAMES

SALTWATER-RESISTANT
COMPONENTS

HIGHLY ADJUSTABLE
PROPERTIES



MINERAL
GLASS+

HIGHLY
SCRATCH RESISTANT

UNMATCHED OPTICAL
QUALITY

UVA/UVB 400
PROTECTION

THE WORLDS MOST PREMIUM & SUSTAINABLE LENSES

41°00' N 08°40' W

FITZROY

Inspired by the powerful winter storms that inundate our coastline with both swell and plastic pollution, Fitzroy is our classic, first-launched style that remains our bestseller. The style takes its name from the shipping forecast's maritime zone in the Bay of Biscay where the most powerful low pressure systems redirect and build in strength before a setting up a direct hit to our Cornish shores. This zone itself is named after the pioneering meteorologist Robert FitzRoy - inventor of the world's first public weather forecast.

TECHNICAL SPECIFICATIONS:

Lens Options:

Grey Mineral Glass+
Grey Polarised Mineral Glass+
Blue Mirror Polarised Mineral Glass+

Dimensions:

143 / 73 / 22
(Medium - Large)

Hinge:

5 Barrel Stainless Steel

Frame Options:

Slate (Polypropylene)
Navy (Polypropylene)



50.5386° N, 4.9965° W

HARLYN

Originating from the Cornish 'ar-Lyn', translating to facing a pool.

The turquoise colouration of the Harlyn Aqua frame mimics the crystal-clear Cornish coastal waters in summer, but is entirely derived from the nylon monofilaments of a specific gill net used in the Cornish hake fishery. No additional pigments or dyes are added to create this vibrant 'seaglass' appearance. Gill nets are, however, regarded as the most dangerous form of ghost netting due to their high likelihood of entanglement, as they are virtually invisible underwater.

TECHNICAL SPECIFICATIONS:

Lens Options:

Grey Mineral Glass+
Blue Mirror Mineral Glass+

Dimensions:

139 / 48 / 22
(Small - Medium)

Hinge:

5 Barrel Stainless Steel

Frame Options:

Aqua (Nylon)
Slate (Polypropylene)



49.9747° N, 5.2315° W

KYNANCE

Originating from the Cornish 'Porth Keynans', translating to ravine cove.

Named after the small, picturesque cove situated near the most southerly point of mainland Britain, our Kynance frame was created as a refined, slimmer style that suits narrower face shapes, to reflect the narrow coastal paths that lead down to the white sanded tidal beach. Boasting dramatic scenery, that includes rock stacks and cliffs, it's a popular destination for the adventurous.

TECHNICAL SPECIFICATIONS:

Lens Options:

Grey Mineral Glass+
Brown Polarised Mineral Glass+
Grey Polarised Mineral Glass+

Dimensions:

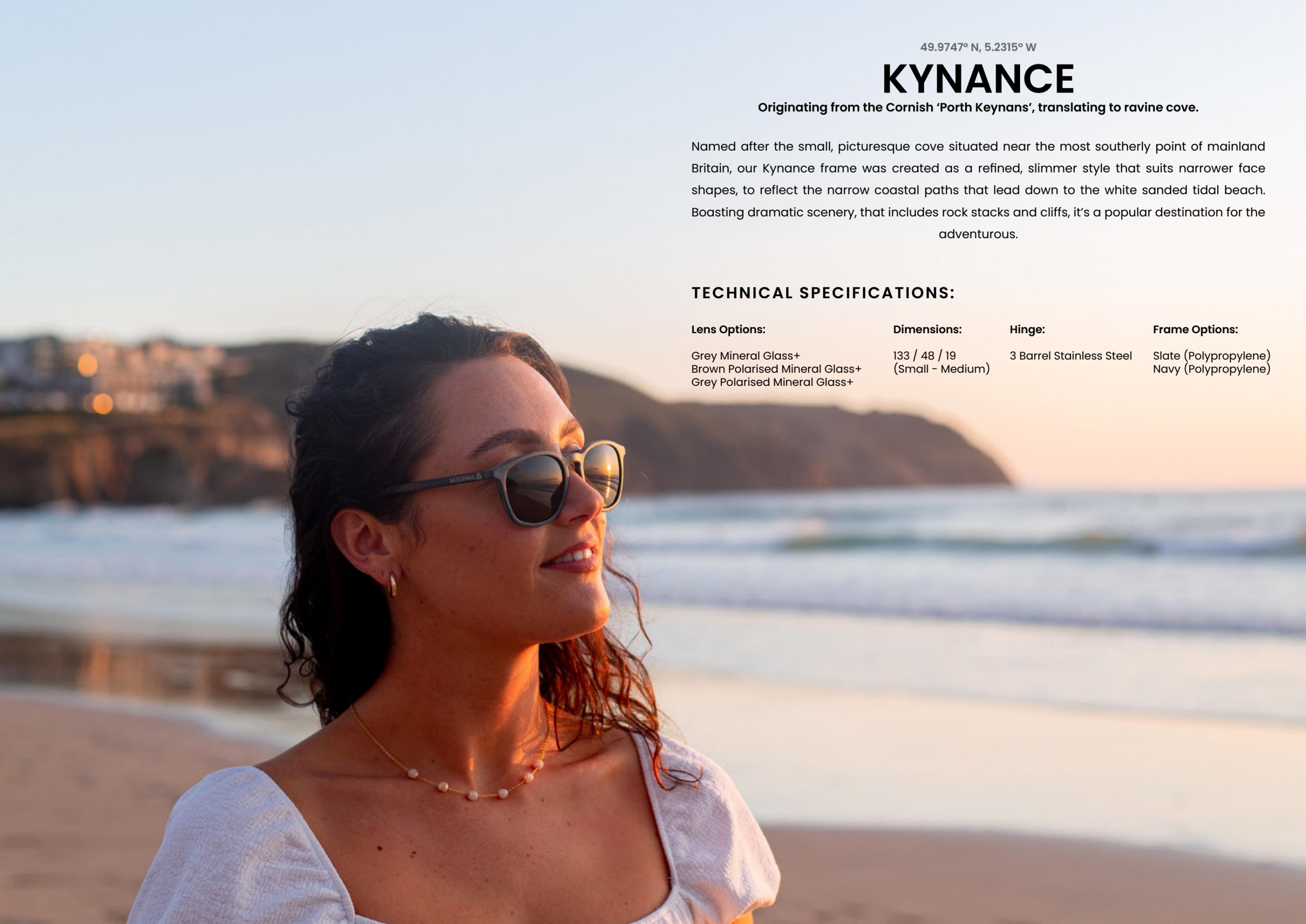
133 / 48 / 19
(Small - Medium)

Hinge:

3 Barrel Stainless Steel

Frame Options:

Slate (Polypropylene)
Navy (Polypropylene)



50.5869° N, 4.9314° W

PENTIRE

Originating from the Cornish 'Pen Tir', translating to headland.

Inspired by the headland that stretches out into the Atlantic, Pentire takes its name from the popular coastal walk destination, which lays adjacent to Crantock beach. This coastal zone plays host to a spectacular range of wildlife including the Cornish chough, peregrine falcons, migrating puffins, basking sharks and grey seals. In close proximity to Waterhaul HQ, the team often walk this headland to get some fresh air and have their meetings.

TECHNICAL SPECIFICATIONS:

Lens Options:

Grey Polarised Mineral Glass+
Blue Mirror Polarised Mineral Glass+

Dimensions:

139 / 50 / 21
(Medium - Large)

Hinge:

5 Barrel Stainless Steel

Frame Options:

Slate (Polypropylene)





50.4074° N, 5.1143° W

CRANTOCK

Originating from the Cornish 'Porth Lojowek'.

Crantock is one of the most dynamic beaches on the North Cornwall coast and one we're fortunate to have close by. Its wide expanse is formed of sand bars which are ever-changing, shaped through the forces of the tide, swell and meandering flow of the Gannel estuary. We took this as inspiration for the more rounded curves of the Crantock frame.

TECHNICAL SPECIFICATIONS:

Lens Options:

Grey Polarised Mineral Glass+
Blue Mirror Polarised Mineral Glass+

Dimensions:

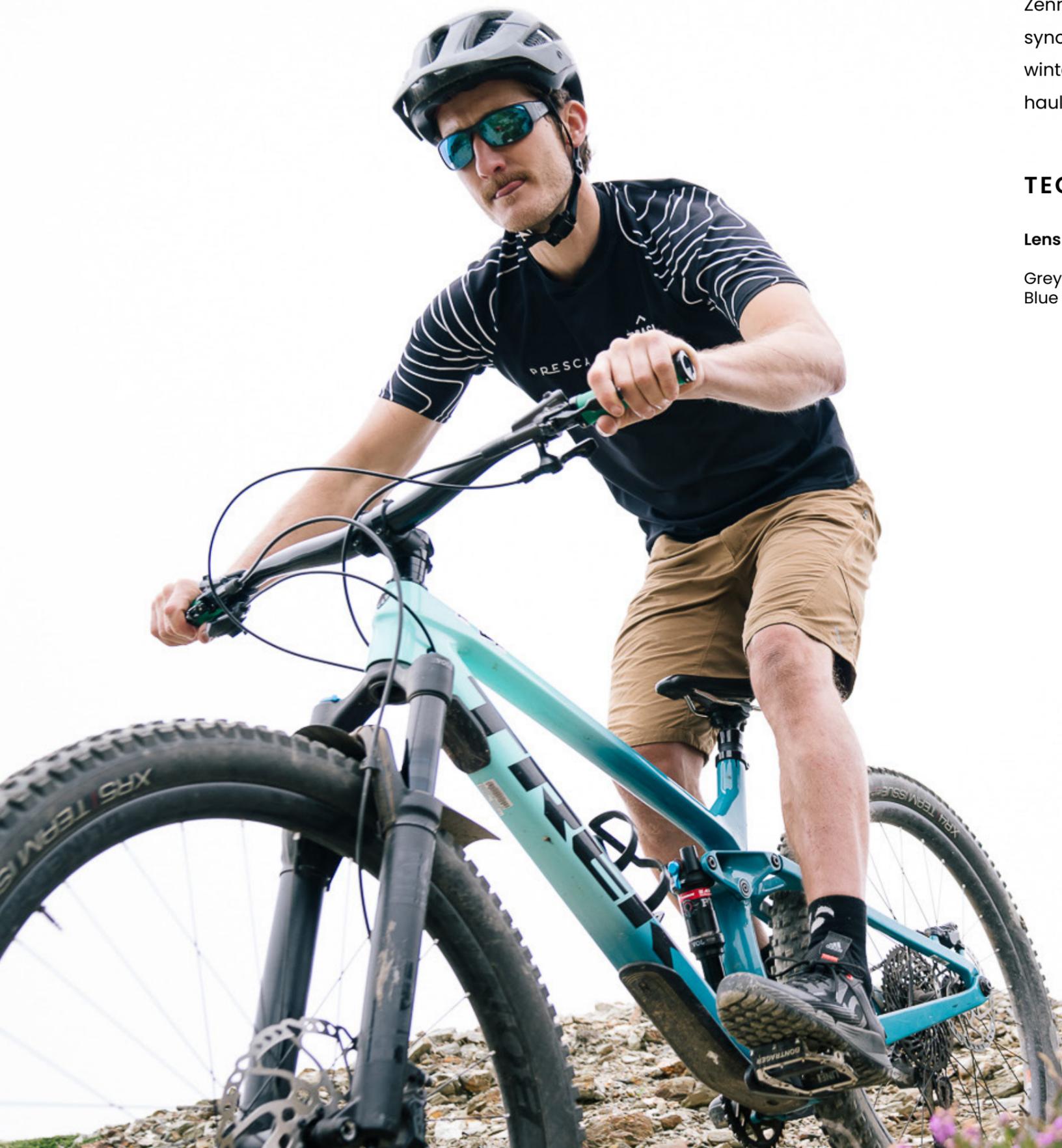
136 / 50 / 21
(Medium - Large)

Hinge:

5 Barrel Stainless Steel

Frame Options:

Slate (Polypropylene)



50.1919° N, 5.5677° W

ZENNOR

Originating from the name of the local Cornish Saint 'Senara'.

Zennor, where the Penwith moors meet the sea in the form of dramatic granite cliffs, is for us synonymous with adventure. This rugged and foreboding coastline is exposed to the full brunt of winter storms, which over the years have brought ashore several shipwrecks and, more recently, hauls of ghost gear. The Zennor features a wrap-around frame for maximum protection, wide-angle vision and secure fit.

TECHNICAL SPECIFICATIONS:

Lens Options:

Grey Polarised Polycarbonate
Blue Mirror Polarised Polycarbonate

Dimensions:

143 / 73 / 22
(Medium - Large)

Hinge:

Concealed Single Pin

Frame Options:

Slate (Polypropylene)

SUSTAINABLY SOURCED PROTECTIVE CORK CASES

- Our tri-fold protective cases are made from Portuguese cork – a sustainable and regenerative material. Our cases also fold flat when not in use.
- We've designed two sizes, one for standard glasses / sunglasses, and a larger version for our Zennor model.



LITTER PICKING EQUIPMENT

- Plastic components all made from 100% recycled fishing gear
- Beach clean bags made from 100% upcycled end-of-life sail cloth
- Made in the UK

 WATERHAUL
LITTER PICKING BAG HOOP
MADE FROM 100% RECYCLED
FISHING GEAR

 MADE IN BRITAIN®

 WATERHAUL

100% RECYCLED
PLASTIC

IN CORNWALL

SAILS

KNIVES

- Italian Stainless Steel blades

- Removable blades for maintenance and cleaning

- Made in Italy





WATERHAUL

WATERHAUL.CO

