



CALLUNA
UPCYCLING

— MORE THAN AN ACCESSORY



COMPANY PROFILE

What you need to know about Calluna Upcycling

- We are on a mission to save event graphics from ending up in landfill.
- We create beautiful accessories, all handmade from recycled event graphics.
- Our unique approach to doing business means that we do good for the planet and the community enabling our clients to do the same.
- We are a purpose-driven company, employing women struggling to find work and donate a **percentage of our profits to Severn Hospice.**





Calluna Upcycling is a purpose-driven organisation supporting businesses to be more sustainable by taking events graphics and turning them into accessories that can be used for gifts for their staff and customers. We exist to close the circle and ensure great design does not damage our planet.

Our trade business works with businesses and organisations of all sizes. If you create banners or exhibit anywhere in the world, then we can be your sustainability partner.

Our consumer business is our passion project, and we invite any of our trade partners to “sponsor a sewer” should they wish to be part of our inner circle. We work with **CHARITY LANDAU** to give women struggling to find regular work a purpose – both creatively and financially.





OUR WHY

**We can't wait to
act on looking
after our planet.**

If you don't have a sustainability policy yet, then before too long, you will not be given a choice. I started out in the events industry, and it was the norm to see an exhibition hall full of waste post event – large skips worth of that will never reduce, recycle or biodegrade. Calluna Upcycling started with conversations – I had the skill and the passion to make a difference, and soon event organisers and exhibitors were donating fabric to us to save it from landfill.



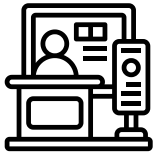
OUR VALUES

- Dedicated to creating exciting and durable products that our customers love.
- Determined to save as much event fabric from landfill as we can cope with.
- Striving to minimize our own carbon footprint and work in a sustainable way.
- Committed to giving completely flexible working to our sewers, mental health is equally as important as physical health.
- Believe that local charities must also benefit from what we achieve.



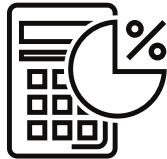
TRADE | HOW WE WORK

1.



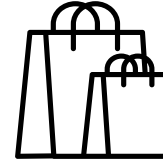
You exhibit at a trade show/event

2.



We calculate how much material you will have and what products we can make from your stand

3.



You select your products... We can turn our skilled hands to (almost) anything!

4.



you deliver your fabric to us

7.



We will share marketing and PR assets with you so that you can shout loudly about what you have done and the difference you have made.

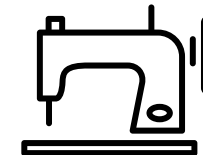
6.



We deliver beautiful accessories to you to give out to your staff/clients

- Your accessories will tell a story
- Your accessories will show the difference you have made
- Your accessories mean that more waste has been prevented from entering landfill

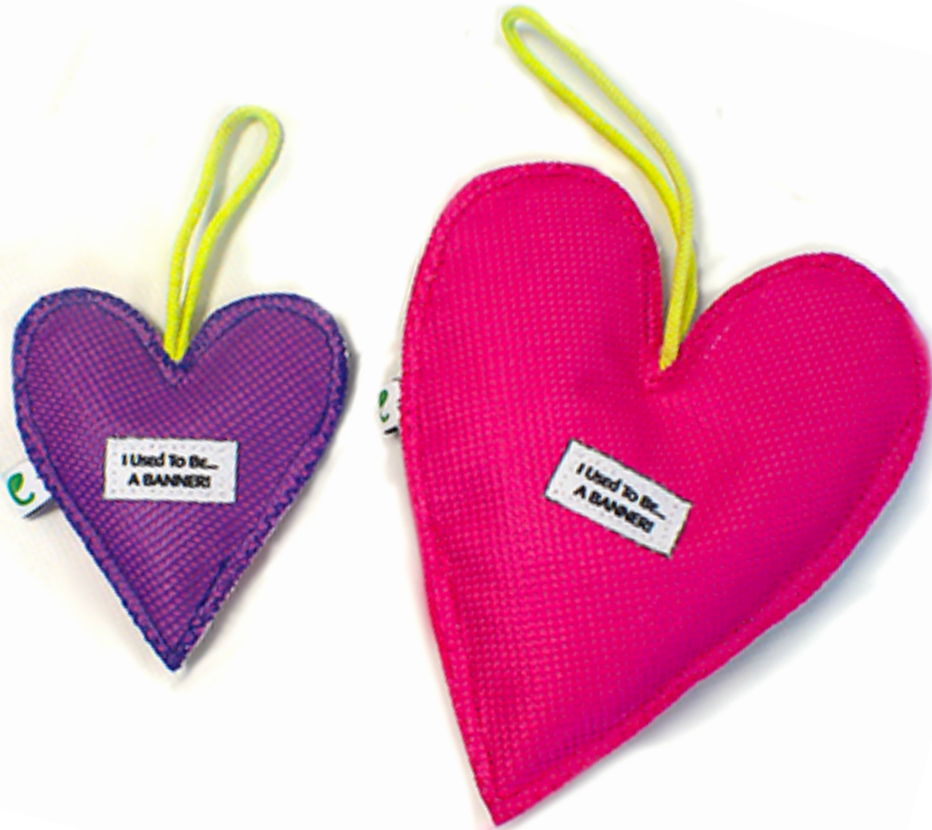
5.



We sew



WHAT'S NOT TO LOVE?



Now understand the cost...

be prepared to be blown away
at the value for all of this good
and positive planet impact...

Example Cost:

Recycling your Graphics at £32/m² will give you

- Fantastic sustainability credentials as you are saving the fabric from landfill
- A shout out for the original client on our social channels to say thank you
- A professional photo of 1 of each product type for your client's use
- Empower our seamstresses seeking flexible work opportunities, contributing to a dynamic workforce.
- 10% of your investment supports local charities through our dedicated charity partner, Severn Hospice Fantastic
- Storage boxes made from your graphics which are sent to you or your end client. Upgrades to other products (rucksacks, pencil cases and more) are available for an additional charge.



CASE STUDY

Cinch Championships at The Queens Club with Event Cycle, LTA and CSM Live.

The challenge was set to make use of last year's event branding from the cinch Championships at The Queen's Club, rather than recycling it. After lots of options were considered, they settled on water bottle holders for the ball crew.

The water bottle holder represents a remarkable journey of transformation and sustainability. Crafted with care and ingenuity, it incorporates various repurposed materials, each with its own unique story.

The mesh has come from the banners of a recent sporting event in Birmingham. The thermal lining, to keep the water cool, has been saved from medicine packaging from a local business and the remaining fabric has been sourced from exhibition stands from all kinds of events that have taken place in the UK in the past year. Even the labels are offcuts that are leftover after a fabric printing process.

Some of the fabric is, of course, from last year's Cinch Championships at The Queen's Club, making up 660cm² of the total 2,888cm² required for each water bottle holder. For reasons relating to flexibility, thermal ability and practicality, additional repurposed material from other sources was also incorporated into the design.



“Heather and the team at Calluna are always such a pleasure to work with. They get jobs done on time, are creative and definitely solution oriented. The amount of times I have called the team with random requests and all I got was "Sure, when do you need it by", are countless. What Calluna is doing is so important in giving graphics a second life, while also promoting a positive and fruitful work environment to their sewers. And who knows, if you order enough with Calluna, you might even get a product line named after yourself.”

CARINA JANDT, OWNER OF EVENT CYCLE



CASE STUDY

Flaxmill Maltings, Shrewsbury

We've been recycling their banners into pencil cases and boxes for them to then sell in their shop.

Working with local company Calluna Upcycling Shrewsbury Flaxmill Malting's promotional banners (made from a material which is very hard to recycle) are transformed to live another life as bags and pencil cases. Plus 10% from each bag sold goes to Severn Hospice. Our own ethically produced and sustainable piece of history.

ADRIAN PERKS, FLAXMILL MALTINGS

Love my bag, very sturdy, use it lots

LEONIE CLARKSON, FLAXMILL CUSTOMER





OUR QUESTION TO YOU

Can you afford not to work with us?

Our communication pillars:

- **People** – champion the team and their knowledge, passion, skill, and experience
- **Product** – celebrate innovation, quality, sustainability, and **IMPACT**.
- **Positioning** – there is no one else doing this. Now is the time to work with us to make the change.
- **Planet** – everything we do considers our impact on the planet. We enable businesses to give back and be more sustainable.





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