

**Boost your  
competitive edge  
with ECO-Optimized  
BraCups**



**MED**  
*The touch of luxury*



**M-BraCup INSIDE**  
**MUEHLMEIER**  
ECO-Optimized Cup

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# ECO-Optimized BraCups by MUEHLMEIER

## On the way to Cycle Economy Bras



Green sustainability strategies are becoming the **key factor for the consumers' buying decisions** on the Lingerie & Swim Marketplace. **You have the great potential to differentiate from your competitor ecologically.** You sell good conscience and reduce the ecological footprint of our industry.

The German Engineers of Breastshaping have developed their **ECO-Optimized BraCup Strategy** consisting of **4 key strategies**:

1. To improve the possibility of recycling by **flexible BraCup Removables for easy recollection**
2. To increase the share of **organic resources in the BraCup products to improve biodegradability** [as in M-TEC® Coffee POWER BraCups]
3. To develop the **“One-Material” product development strategy for recollection and upcycling** [Polyester as a serious possibility]
4. Enlarging the share of **recycled synthetic fibre to reduce sea plastic waste** and to reduce the use of new fossil resources [to avoid new CO2 emissions]

**FASHION CHANGERS! Explore together to achieve the new sustainable material-base!**

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## 1. Improve the possibility of recycling by flexible BraCup Removables for easy recollection



One key criteria of every recycling process is that the different material components can be separated easily without incurring major costs. MUEHLMEIER offers a cost-effective and easy-to-handle solution for sustainable Swim-, Beach- and Activewear: **The new M-TEC® Removable BraCups.** The range has been professionalized and extended to all classical BraCup shapes. **Regularly they will be available on the basis of Recycled PES or organic-based materials.**

- Easy removing from product and **recollection for recycling**
- New: **All main BraCup shapes** are offered as removable
- Predestined for **individual and flexible “In & Out use”**



Swim- and Beachwear

Removable

## 2. Increase the share of organic resources in the BraCup products to improve biodegradability [as in M-TEC® Coffee POWER BraCups]



Biodegradability of fabrics is largely determined by the amount of chemicals used in the textile-life-cycle. Typically the more chemicals used, the longer it takes to biodegrade. And the more costs for the environment and the human community are evolving.

The great potential of coffee grounds, from huge coffee brewing residues, powers ecologically by **upcycling into synthetics with improved biodegradability.** In addition, these Coffee POWER synthetics stand out **with exceptional performance features**:

- UV-Protection, by long-lasting natural and chemical-free shield
- ECO-friendly and wellness. Quick Dry Function, for cooler feel during activity
- Lasting Odor Control, no Wash-out Effect



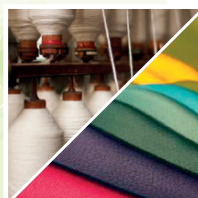
coffee beans



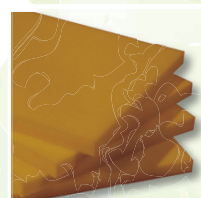
coffee grounds



mixed with polymer  
from recycled polyester



yarn / fabrics



foam based on  
polymerized coffee oil



BraCup

### 3. Develop the „One-Material“ product development strategy for recollection and upcycling [Polyester as a serious possibility]



A fully recyclable and eco-friendly „One-Material“ bra consisting completely out of 100% recyclable PES would be a big step forward. With the M-TEC® White & P.U.R.E. BraCup, made from 100% polyester, MUEHLMEIER takes the first step towards this „One-Material-Concept“.

- Recyclable for „One-Material-Bra-Concept“
- White-Stability and free of foam
- The BraCup core is made of 100% PES U.U-Fibre or recycled polyester fibre
- High breathability and heat regulation



### 4. Enlarging the share of recycled synthetic fibre to reduce sea plastic waste and to reduce the use of new fossil resources [to avoid new CO2 emissions]



The M-TEC® BraCup with cover fabric made from 100% recycled polyester is the highlight in this range. With a total weight of 11 g for a Strap Cup (without PushUp) the cover fabric accounts for 8 g of the total weight. This means that **in average 70% of the cup is made from recycled polyester**. Quite a huge step to reduce the ecological footprint for BraCups and reduce sea plastic waste.

PES Cover fabric 8 of 11 g  
= 70% recycled material

Spacer BraCups made  
from 50% recycled PES



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