

THE FUTURE OF ENVIRONMENTAL MERCHANDISE

# ENVIRONMENTAL POSITIVE IMPACT

HOW GOOGLE SAVED 24 MILLION LITRES OF WATER ON THEIR LAST PROMOTIONAL CAMPAIGN WITH KINGLY



There is no doubt that eco-sustainability is the future. More and more consumers are becoming aware that we need to take care of the environment and promote manufacturing methods that reduce and put right negative impact on our planet.

At Kingly, as a manufacturer of promotional products focused on eco-sustainability, we are very happy to share news like this.

## Google has saved 24,158,088 litres of water in its latest promotional campaign.

Yes, 24 million litres, as well as avoiding sending more than 10,000 kg of CO2 and 500 kg of other pollutants into the atmosphere.

The question is how?

### Promoting positive values

The Google team were preparing their next promotional campaign.

A corporate gift for their most valued customers. It's not the first time they've done this kind of promotional action; we've work with them in the past so they understand our ethos.

But this time they decided to take it a step further, and highlight to their corporate values with Kingly's leading eco-sustainable option, the 2020 Promotional Gift Award winning product: Our Upcycled socks.



Google's communication team trusts us and the products we offer, it wasn't difficult for them to choose.

However, they realised what a great opportunity was in front of them when they learned about the savings in natural resources that our Upcycled socks offer.

In case you didn't know, a single kilo of Upcycled cotton, the main raw material that makes up our socks, saves the incredible amount of:

- 39 kW of energy.
- 16 kg of CO2
- 0.80 kg of other pollutants
- 10,450 litres of water
- 1.7 m2 of landfill.



### How is it possible to save that many natural resources with upcycled cotton?

Upcycled cotton is a super recycled cotton. In other words, it is a yarn from textile waste reprocessed using a system that does not require dyes, treatments or, of course, the cultivation of new cotton. Instead, it's a purely mechanical process.

Upcycling is one of the latest revolutions in the textile industry. We've worked hard to help it take root in the promotional sector, and Google is one of the first companies to echo that move.



From Kingly, Google received 34,000 pairs of Premium Upcycled socks, and a certificate for the savings in natural resources that their order of these innovative socks achieved.

As we said at the beginning, **eco-sustainability is taken very positively by end consumers, agencies, and large companies.**



Eco sustainable products are a great way to differentiate, demonstrate positive brand values and help the environment, without impacting on unit costs.

### It's time to go Upcycled - don't you think?

Contact our sales team for samples, pricing and more information. Join Kingly's positive change.

Contact



© 2021 - Kingly Ltd  
(BG) Poruchik Nedelcho Bonchev 6 - 1528 Sofia  
(UK) Fourelle House, Southampton SO40 4BJ  
(USA) 19 West 34th Street, New York, NY 10001  
[Service@wearekingly.com](mailto:Service@wearekingly.com)  
359 (0) 876873583 (EU)  
44 (0) 7505 906174 (UK)

Visit our Website

