

Water Zero®

Environmentally Friendly Colouring Process
Made in Italy

Made Possible By



Water Zero The Project Born To
Save The Most Important Natural
Resources Of Our Planet.

-99% Water Consumption*
-92% Energy Consumption*
-90% CO2 Emissions*

*LCA v.4, 19/07/2021 by Centrocot in line with ISO 14040:2006 - ISO 14044:2006

Water Zero

2022

MajoTech

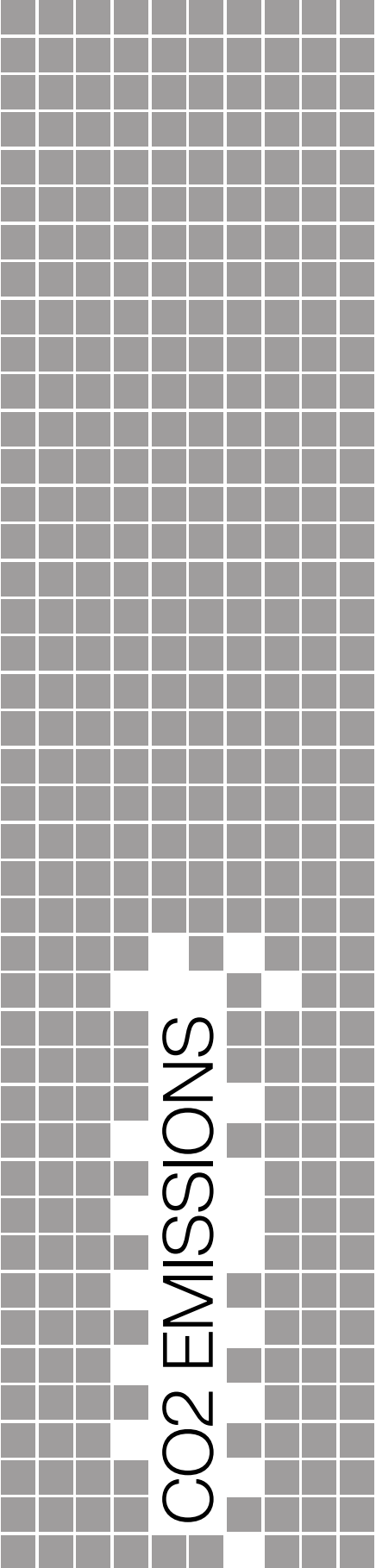
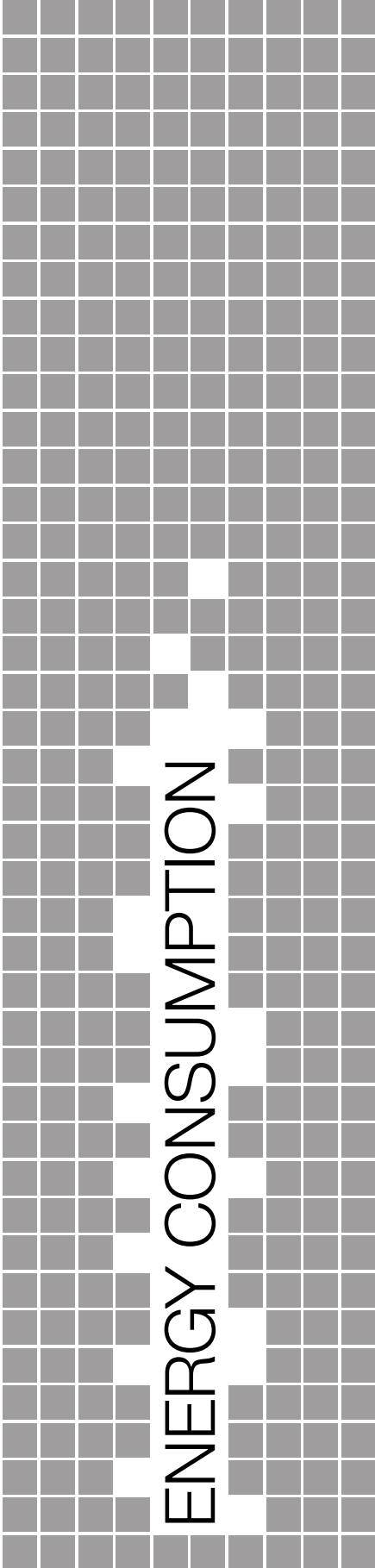
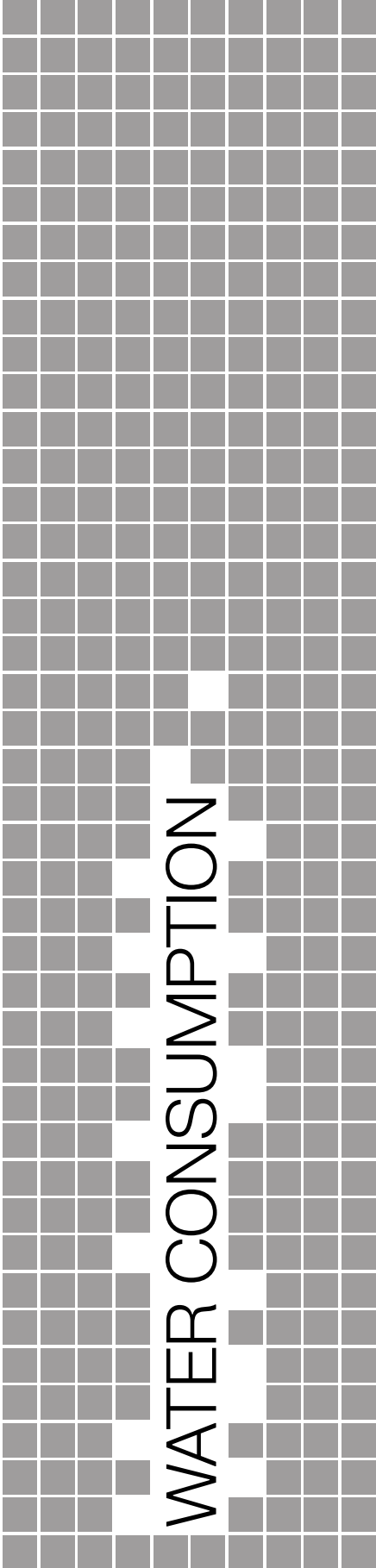
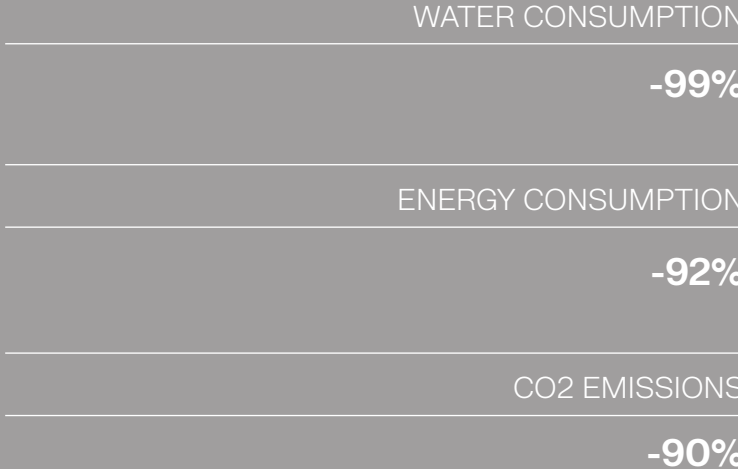
WATER ZERO®

Water Zero® Is A New Approach To Fabric Colouring Developed To Reduce The Impact Of The Textile Industry On Our Planet.

Taking into consideration all the critical issues that the world of sustainability presents today, over the last two years **MAJOTECH®** has preferred to approach the subject from another angle. In a normal fabric production and finishing cycle, water, energy and consequent emissions are critical. Just think, that to dye 1000 metres of a polyamide (nylon) fabric, an average of 4000 litres of water is used (for dyeing alone). The entire cycle includes a scouring phase, which serves to eliminate any impurities and/or residues from the weaving phase, dyeing with the quantities indicated above, and a final washing phase. In addition to the consumption itself, the condition of the pollution in the outgoing water must be treated.

Starting from these data, **MAJOTECH®** has invested in the development of an alternative method to traditional dyeing, with the aim and intent of drastically reducing water and energy consumption and CO2 emissions. From this need and subsequent research, **WATER ZERO®** was born. This project represents the innovative and revolutionary vision of the company that wants to lead the change in the textile industry.

Water Zero® vs Traditional dyeing *



LEGACY

Ever since its origins, Majocchi has always focused on research and innovation in the textile field, and it still represents the core of our business. Today the company is a point of reference in the urban and technical clothing market.



1941

NT MAJOCCHI

Majocchi was founded in 1941 in Bobbiate, Varese, one of the most relevant textile areas of all time, thanks to the genial intuition of its founder Bruno Romanin. Since its beginning, Majocchi has always been innovating, thus becoming a reference point in the market for design innovation and performance.

1960

INDUSTRIAL SECTORS

In the Sixties, the Majocchi story moves forward with the production of nylon and technical fabrics for industrial sectors, together with waterproof fabrics.

1989

MAJOTECH

The Nineties are marked by the development of innovative and performing fabrics for the world of clothing. The growth of sportswear and performance need in the industry, mixed with the research for quality and style, marks a great era for the company. We developed some of the most successful fabrics for global brands.

2000

PERSONAL PROJECT

Custom development, flexibility and design are the words marking our last 20 years. We became a platform where luxury brands, avant-garde and streetwear companies can find their playground to develop the best fabrics.

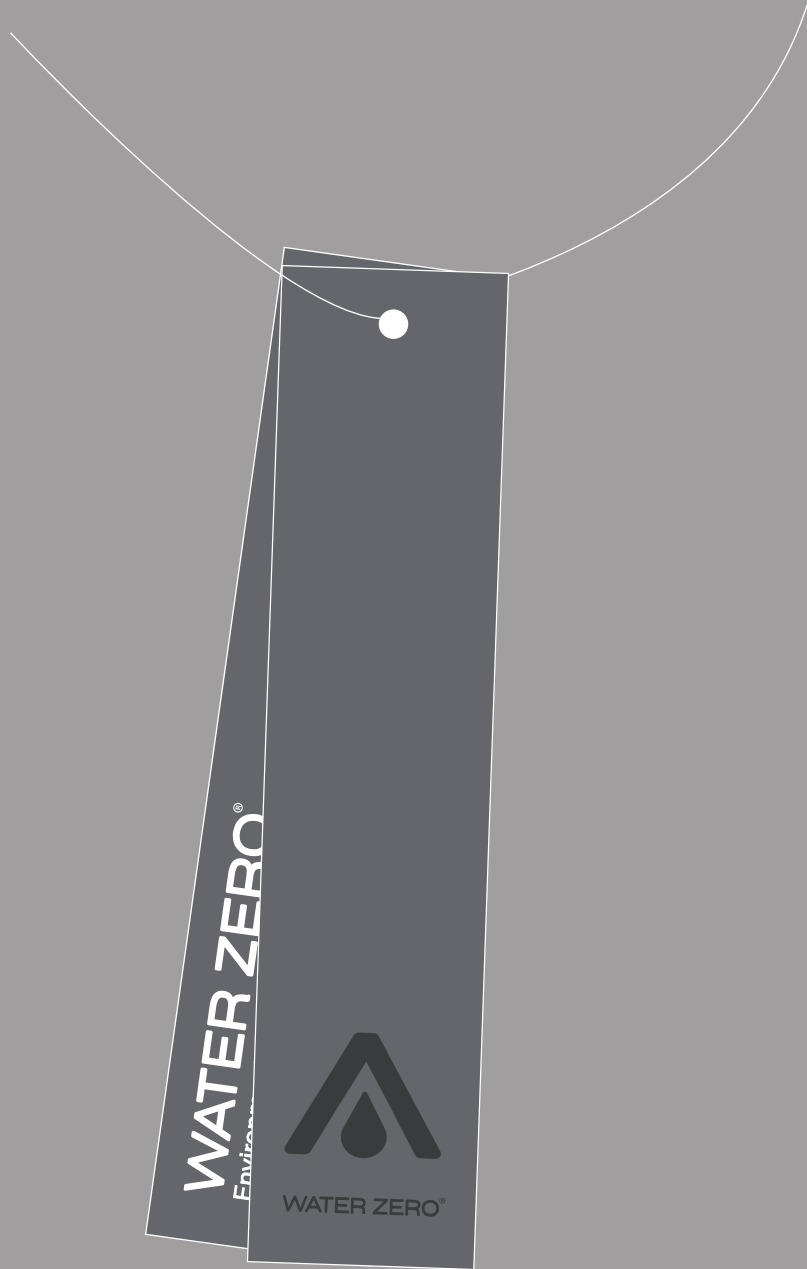
20

WATER ZERO®

22

We introduce **WATER ZERO®** aware of both the role we play and the responsibility we have to change things by constantly challenging ourselves to rethink and recreate the industry, from the first to the last yarn.

Water Zero Marketing Tool HangTag



HangTag

3,20 cm x 14 cm

Front 1

Front 2

Back 2

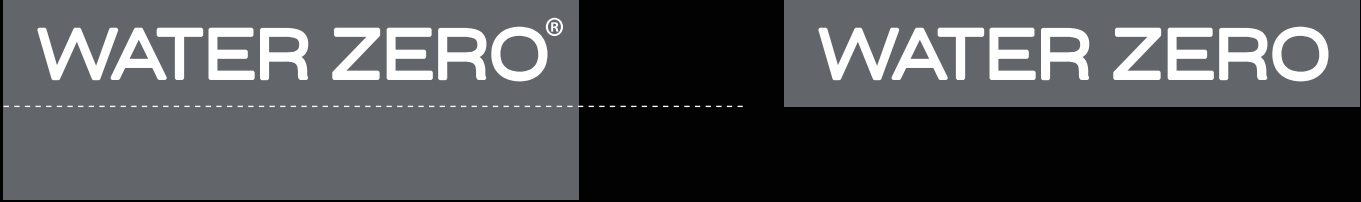


Water Zero Marketing Tool Sewing Label

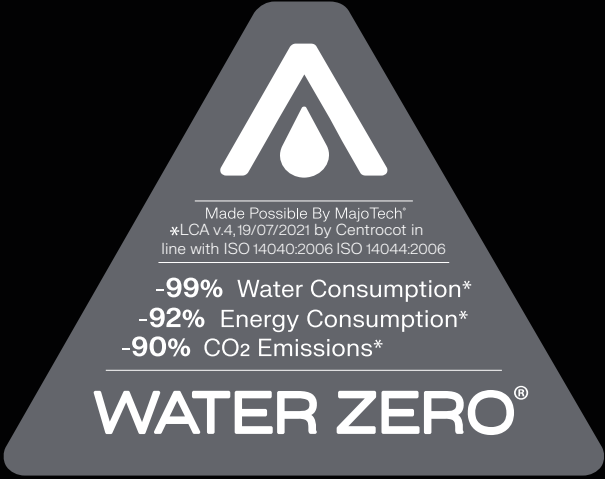
Flag-Label 2,5x2,5 cm Square



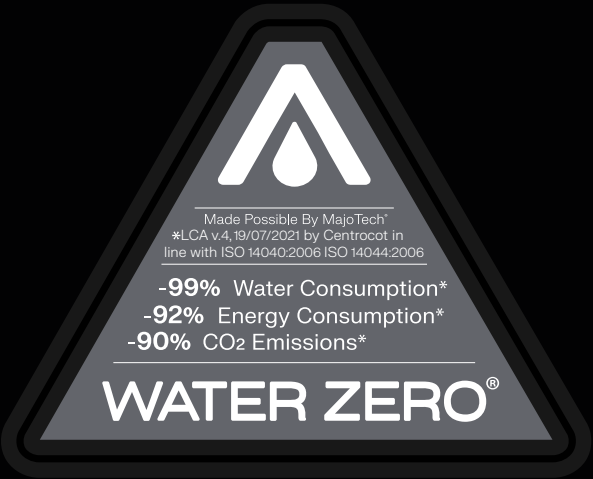
Flag-Label 7,5x2,5 cm Rectangle



Inner Label 7,5x06 cm Triangle Version



Heat-Sealing/ Stitched



Thermoadhesive tape

Inner Label 06x8,5 cm Rectangle Version



Water Zero® Marketing Tool Co-Marketing

OVERVIEW OF WHAT MAJOTECH® CAN OFFER
TO BRANDS WHO EMBRACE THE PROJECT
TO BUILD A PROPER WATER ZERO® CORNER/ POP UP.

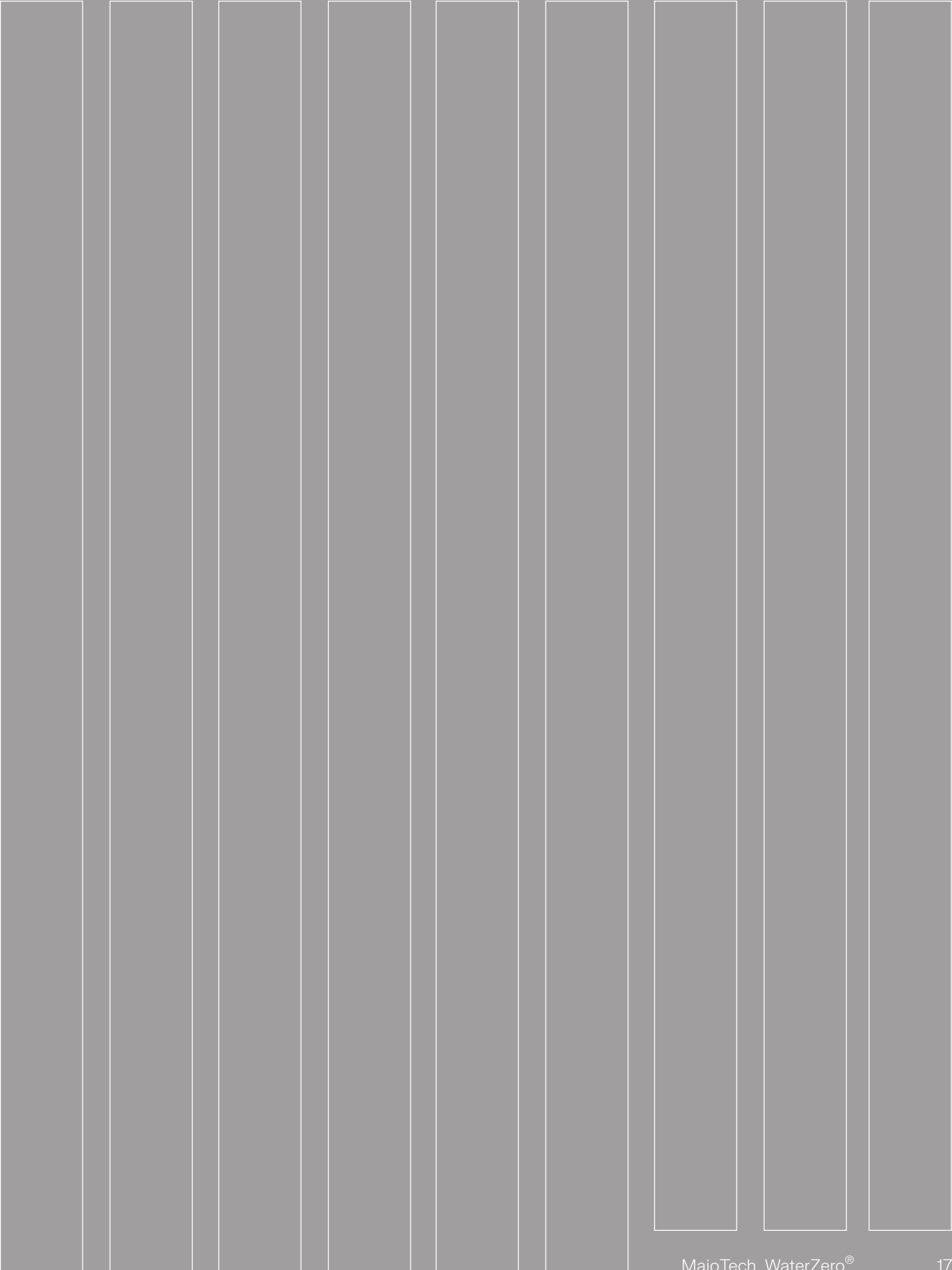
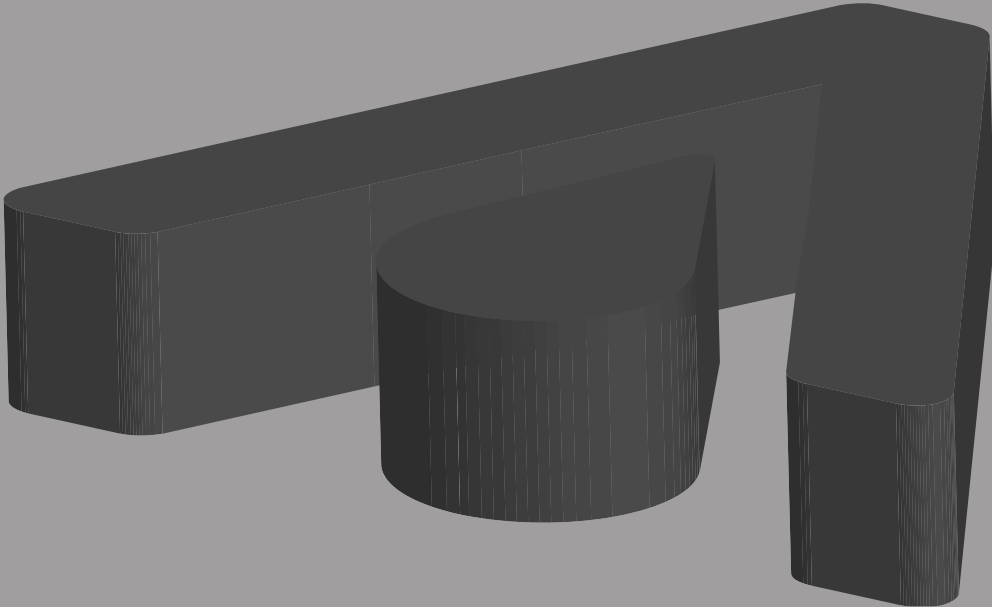
The concept developed for brands to enrich and customise their WATER ZERO® area inside stores, in their showrooms and at trade fairs involves the creation of design elements dedicated to the project.

Based on the brand's needs, MAJOTECH® can adapt the proposal to:

- Corner with WATER ZERO® POUF
- Entire WATER ZERO® STAND

Water Zero

Pouf





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