



Ecotan  
*Shoes*

# FIT FOR REBIRTH

THE SHREDDABLE SNEAKER THAT FEEDS THE PLANET



# We need a CHANGE



*Every innovation aimed at sustainability comes from the recognition that there is an urgent environmental issue to be addressed. In the footwear industry this issue clearly concerns products' life cycle.*

Nearly **25 billion pairs of shoes are produced worldwide each year** (source: World Footwear), about 20 billion of which are sneakers. 95% of them end up in landfills within a year, **barely 5% are recycled**. It is far too evident that such a flow cannot

be environmentally sustainable in any way. However, to reverse course we must go to the roots of the production process because, as we know, **every waste is a design flaw**.

## The first Sneaker fit for rebirth

Starting from this awareness and our expertise in **bio-circular leather**, we aim to create something absolutely revolutionary and capable of rewriting from scratch the whole concept of life cycle in footwear. Inspired by **Ecotan's philosophy**, the goal of the *Ecotan Shoes* is to prove we can fully

return to nature those resources and raw materials we initially took "on loan". That's how we conceived the **Ecotan Shoes Sneaker, the first Sneaker fit for rebirth**. *Ecotan Shoes Sneaker* is a **zero-waste, groundbreaking execution made from 100% eco-friendly leathers naturally**

**tanned with tannins** from chestnut and quebracho wood, tara pods and gallnuts. Designed in layers and without internal stitchings, it is totally free of fillers, plastics or any other synthetic polymers, thus proving a safe, clean and healthy solution for consumers. Thanks to its

entirely organic origin and bio-circular culture, the Sneaker returns to nature at the end of its life cycle closing the loop. **It is "digestible" by nature just as it is**, without being disassembled, as it can be shredded completely to return to the soil and feed the planet as an organic fertilizer.

## Looks gorgeous, performs great, lasts longer

*Sustainability is the fundamental pillar of this innovative project, but shoes have to be worn, so they must be comfortable, performing and also beautiful to look at.*



DRY



HEALTHY



COMFORTABLE

The special metal-free Ecotan leathers and the revolutionary layered structure make the **Sneaker soft, breathable and dry**. Thanks to its hygroscopic properties and the presence of tannins, the shoe maintains the skin microbiome of our feet healthy, **avoids the formation of bad odors** and pleasantly tickles the nostrils with a scent of tannins. Another important aspect that ties in with sustainability is durability. The

leather tanned with natural tannins and the innovative design make a difference: this Sneaker can **last ages, winning over time the charm of experience**. It can also be **easily repaired**. Thrills for the feet, *Ecotan Shoes Sneaker* stuns with its stylish and modern look & feel, becoming an attractive and trendy footwear for people who want to play their part for the Planet every day.

# Feeding the planet

*Ecotan Shoes Sneaker* meets a new bio-circular design standard: an expanding list of next generation “product ingredients” engineered to be returned to the earth to join nature’s cycle. Once shredded at the end of its life, the Sneaker is **transformed into a bio-fertilizer** that releases back into the soil the nutrients originally borrowed from the animal hide. Rich in organic nitrogen and

carbon content, this fertilizer improves soil fertility, nourishing the plants that absorb and store CO<sub>2</sub>. The outcome is a **reduced impact in terms of carbon footprint**, but not only. With *Ecotan Shoes Sneaker* and its second life model, we are raising the bar in sustainable product design, helping the industry to build a real culture of trust and transparency with consumers.

